

Costa Mesa Sanitary District Community Survey - Report on Results -

October 24, 2016

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Costa Mesa Sanitary District - Community Survey

Report on results

From Friday, October 7 through Thursday, October 20, 2016 Probolsky Research conducted a telephone survey of sewer and trash customers within the service area of the Costa Mesa Sanitary District.

A total of 500 voters were surveyed. A survey of this size yields a margin of error of +/-4.4% with a confidence level of 95%. Interviews were conducted with voters on both landline and mobile phones (42.3% were completed on mobile phones) and were offered in English and Spanish languages.

Our sample was developed from voter files originally compiled by the Orange County Registrar of Voters and supplemented by the District. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.



General Regional Themes



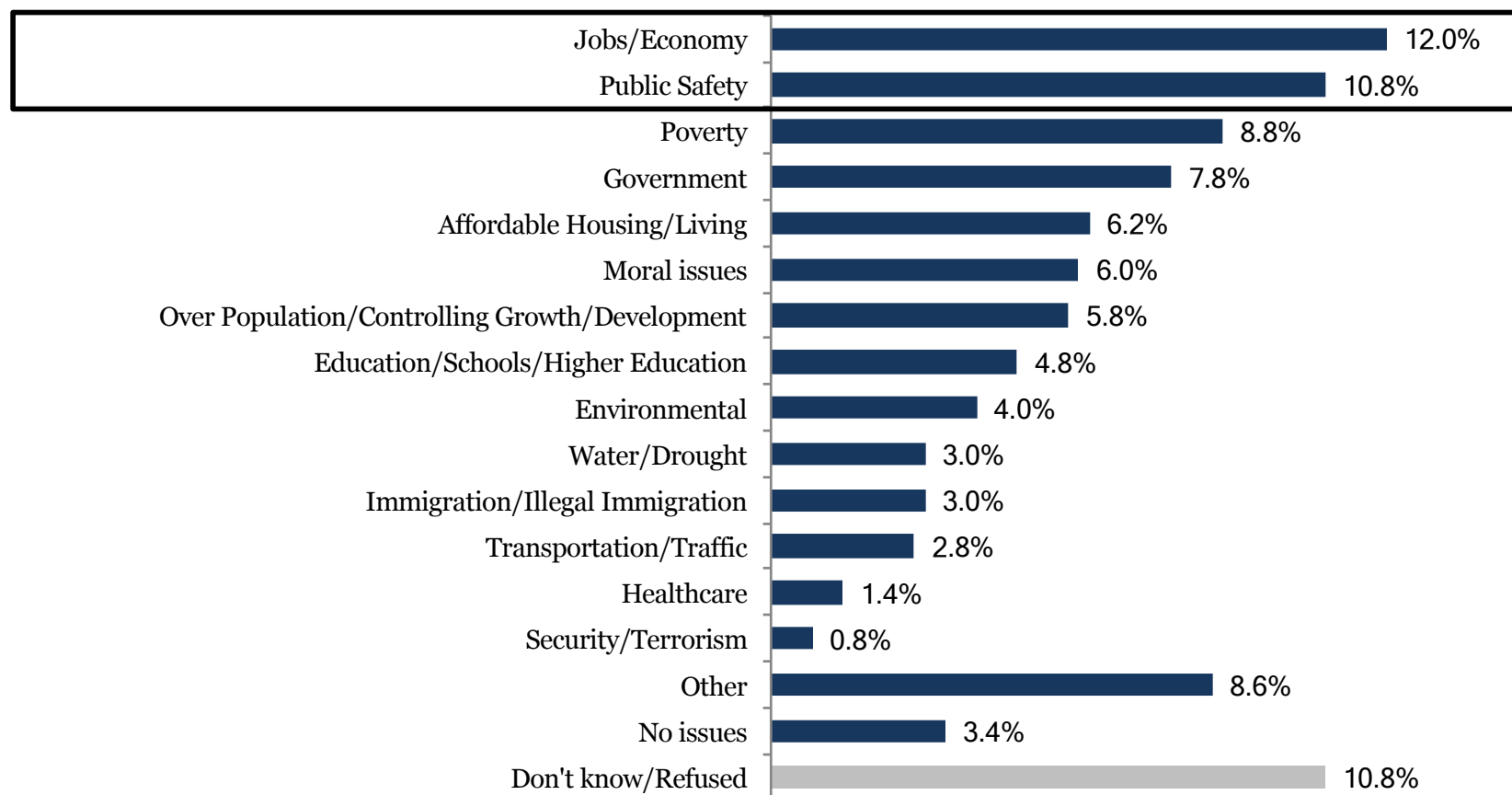
What is top of mind within the District's service area?



Jobs/the economy and public safety

Are the most important issues in the region

Question: What is the most important issue facing your community today?



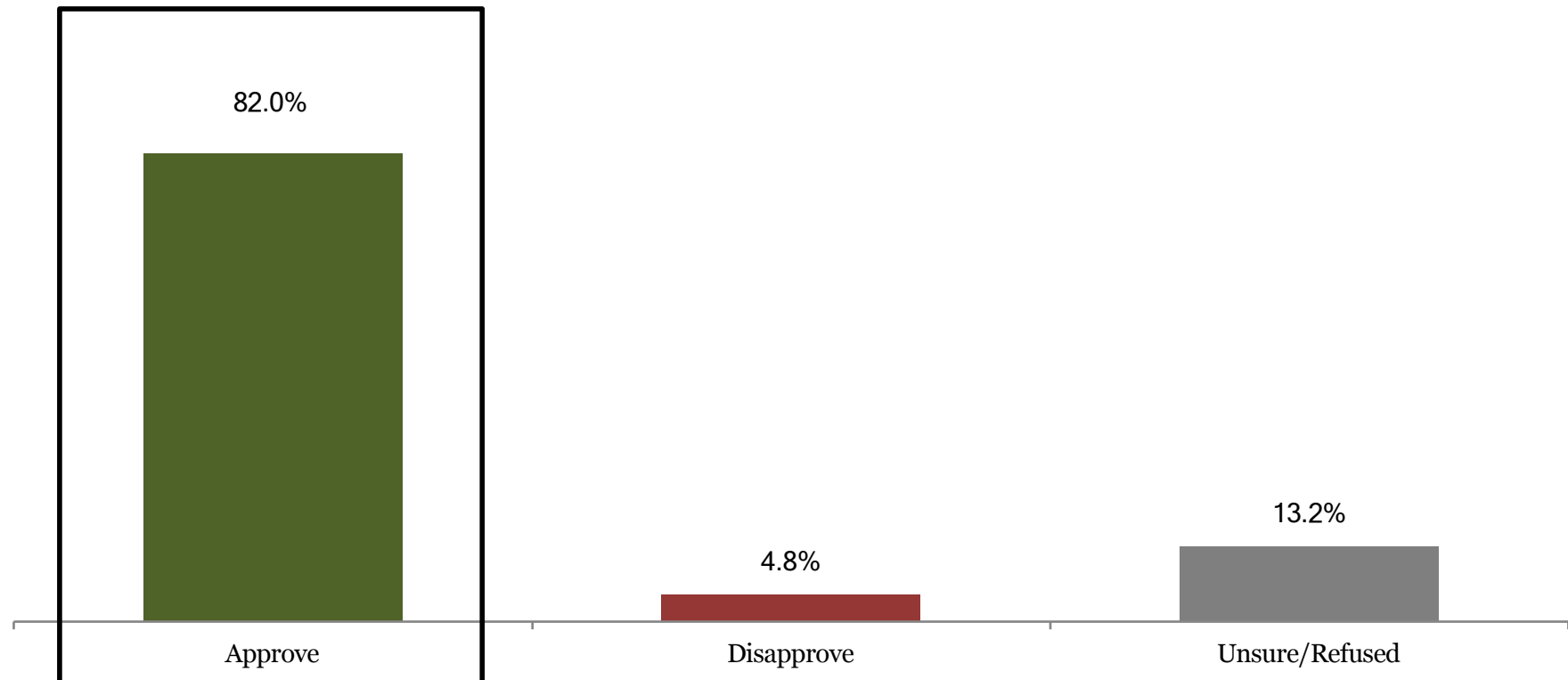
CMSD Job Approval, Openness and Transparency



Over 8 out of 10 respondents

Approve of the job CMSD is doing

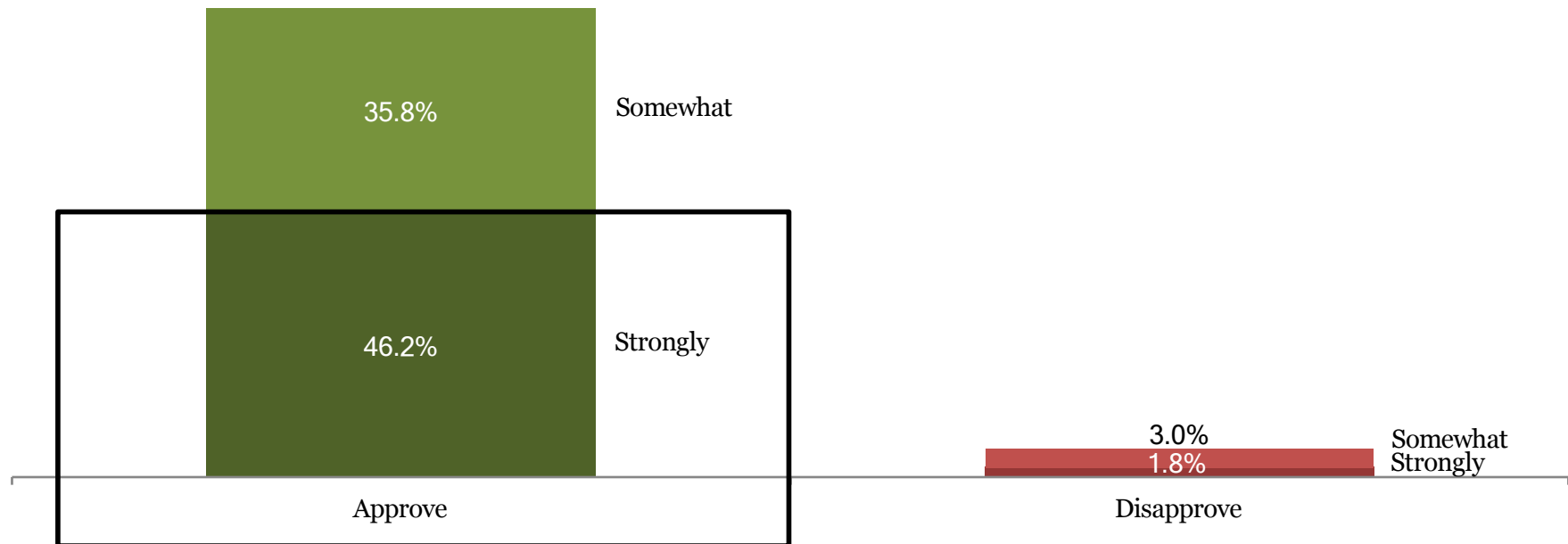
Question: Costa Mesa Sanitary District, or CMSD, is responsible for residential trash and sewer services for all of the City of Costa Mesa and portions of Newport Beach and unincorporated Orange County. The District's service area includes about 116,700 residents. In general, do you approve or disapprove of the job that CMSD is doing?



The intensity of job approval

Is high (46.2% say they *strongly* approve)

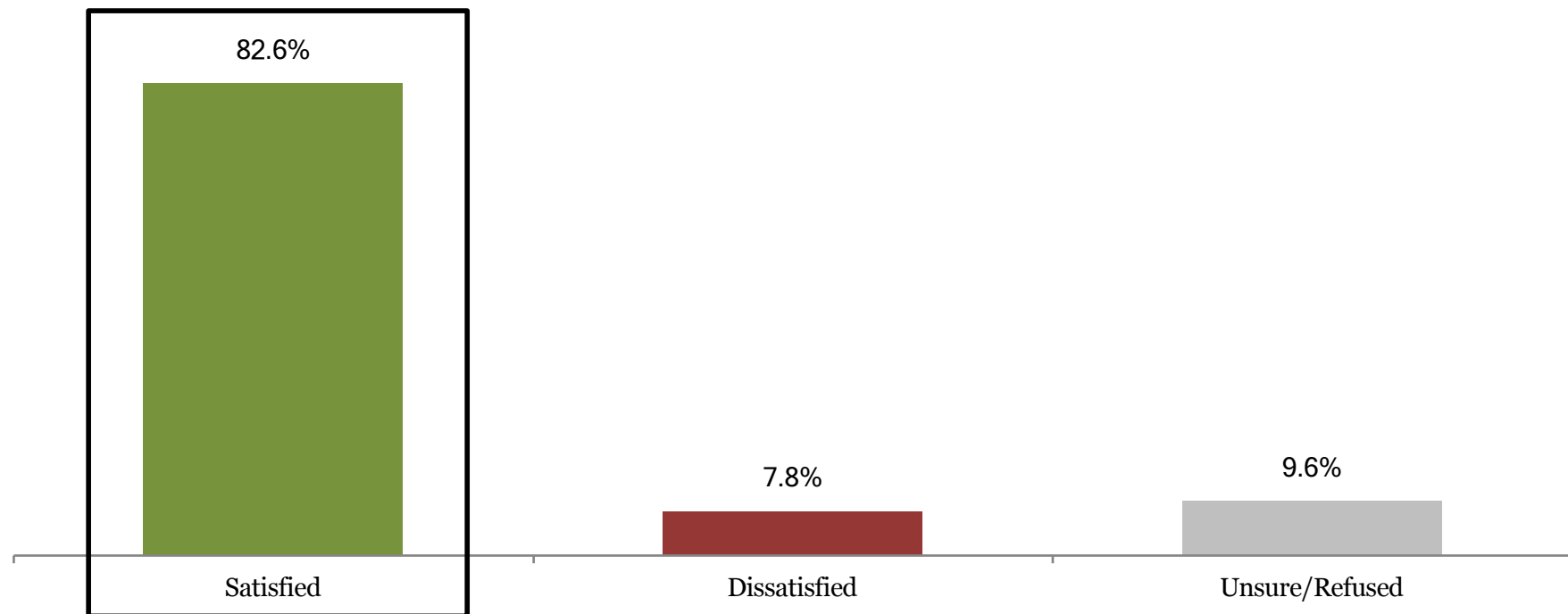
Question: And would you say that you strongly or somewhat (approve/disapprove)?



82.6% are satisfied

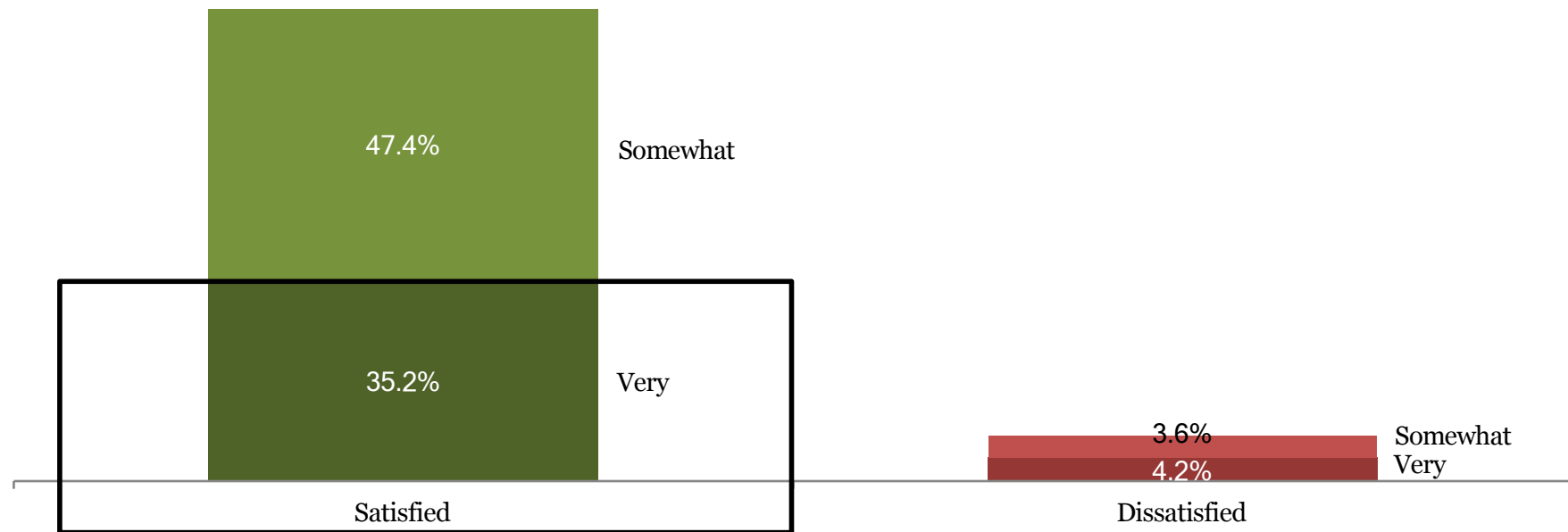
With the level of open-ness and transparency of CMSD

Question: Thinking about the level of open-ness and transparency maintained by CMSD would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



35.2% say that they are *Very* satisfied with the level of open-ness and transparency

Question: And would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



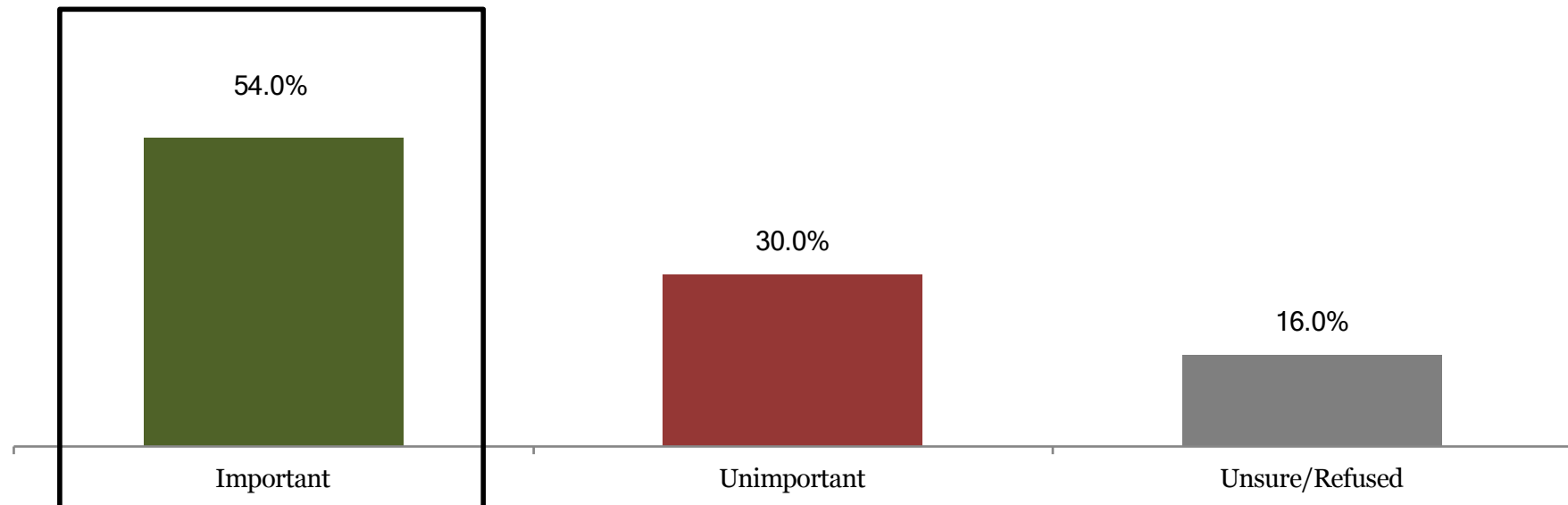
Independence



Over one half (54.0%) say that it is important to them

That CMSD remains an independent agency

Question: CMSD is an independent special district, completely separate from the City of Costa Mesa, with its own elected governing board that is directly elected by voters within the District's service area. How important is it to you that CMSD remains an independent agency?



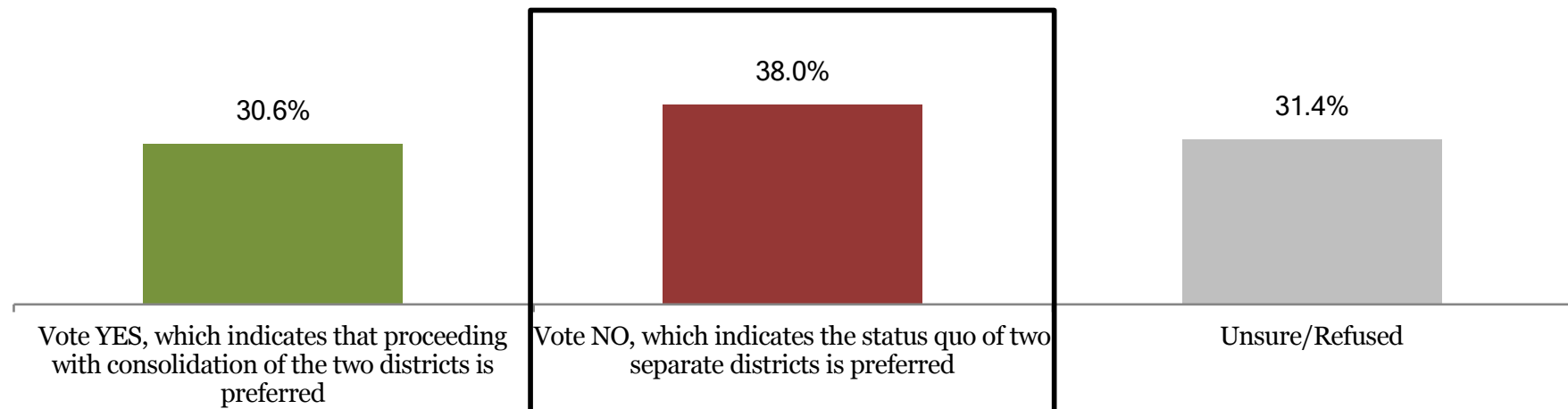
Measure TT



A plurality says they will vote No

Against Measure TT

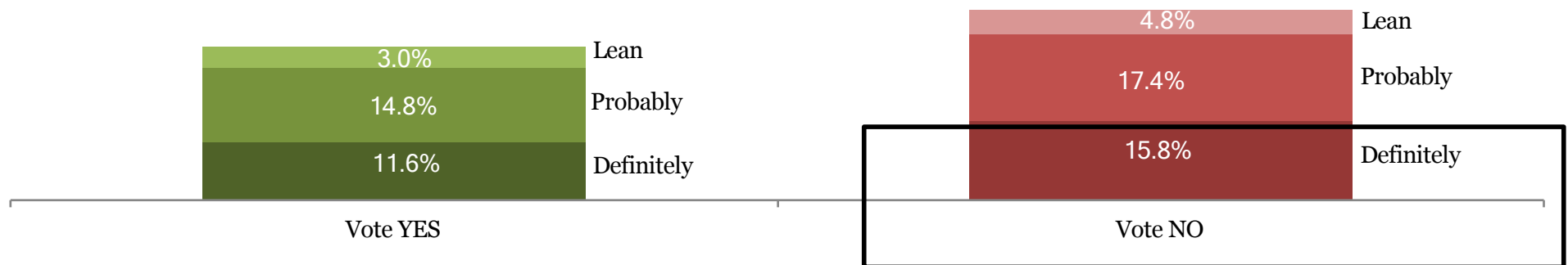
Question: On the November 2016 ballot you will see a local initiative called Measure TT. Measure TT reads: Mesa Water District, Advisory Measure Seeking Public Input Regarding the Potential Consolidation of the Mesa Water District and the Costa Mesa Sanitary District. Shall the Mesa Water District and the Costa Mesa Sanitary District pursue consolidation?" If the election was held today, would you vote Yes, which indicates that proceeding with consolidation of the two districts is preferred, or No, which indicates the status quo of two separate districts is preferred?



The intensity of opposition to Measure TT

Is greater than that of support

Question: And would you say that you would definitely vote or probably vote? Would you say that you lean one way or another?



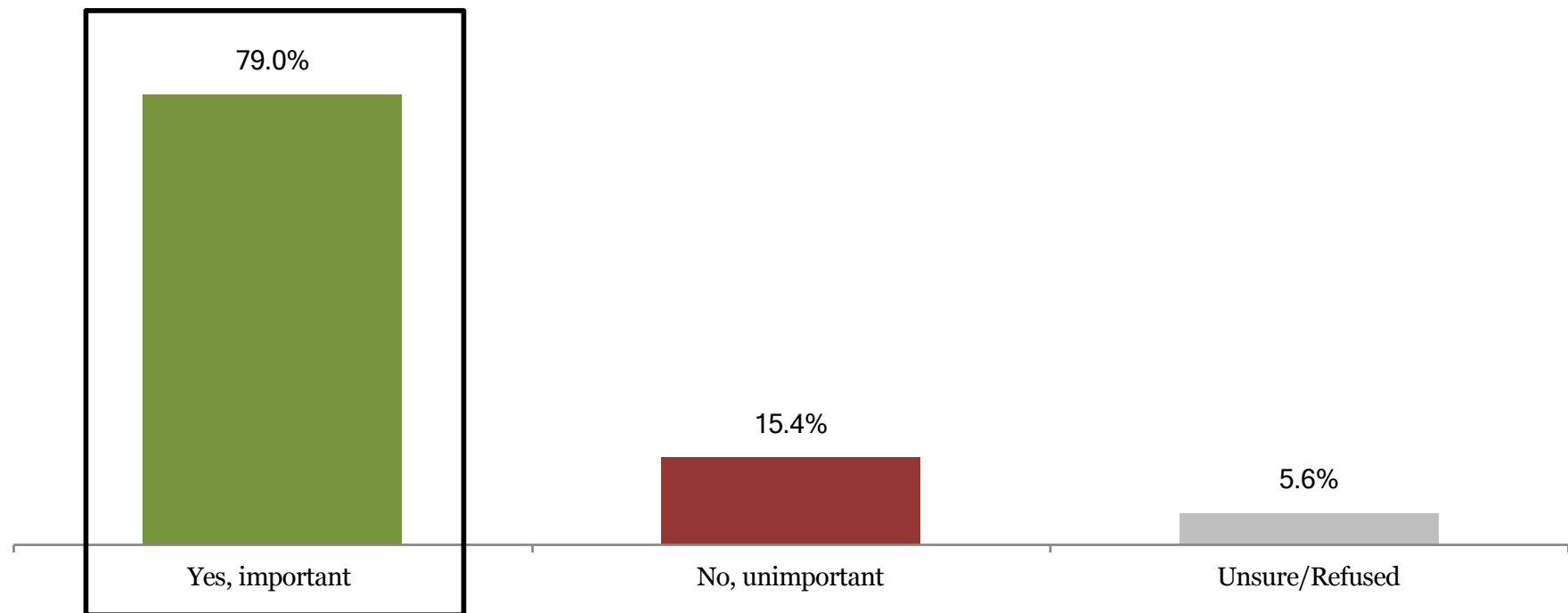
Debt



79.0% say that it is important to them

That the District does not go into debt

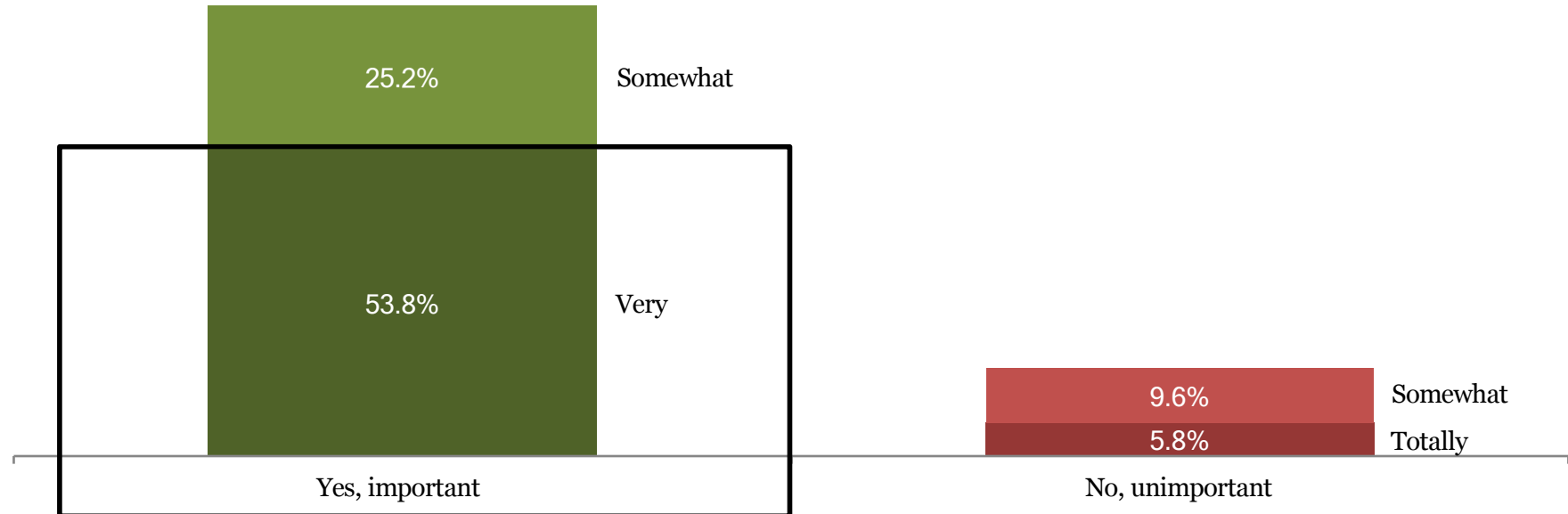
Question: Costa Mesa Sanitary District is debt free. Is it important to you that CMSD does not go into debt?



The intensity of emotion about avoiding debt

Is strong (53.8% say that it is *very* important to them)

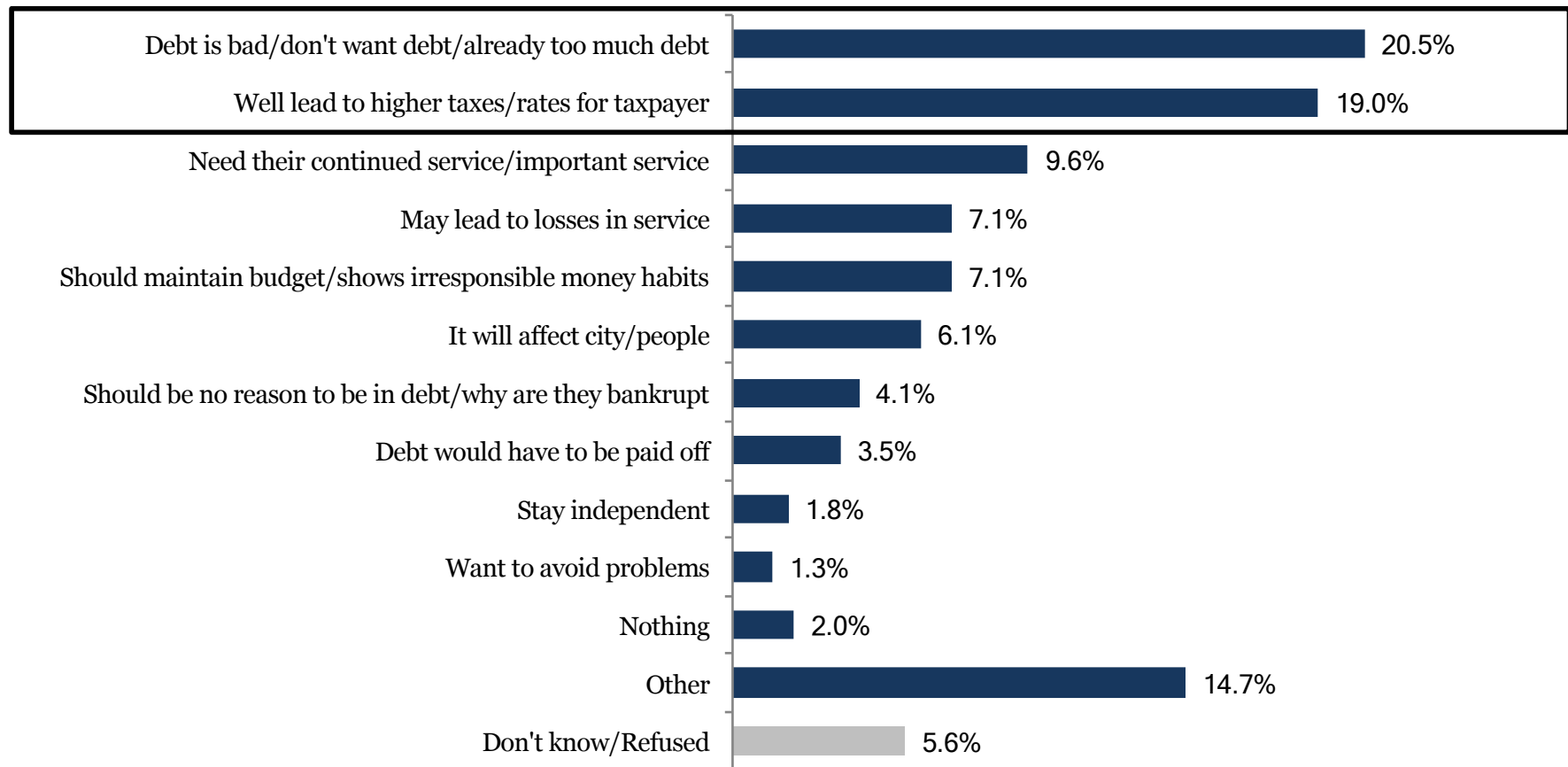
Question: And would you say that it is (very important/totally unimportant) or somewhat (important/unimportant)?



Why is it important

That the District does not go into debt?

Question: Why is it important to you that the CMSD does not go into debt?*



**Only asked of those who said it was important*

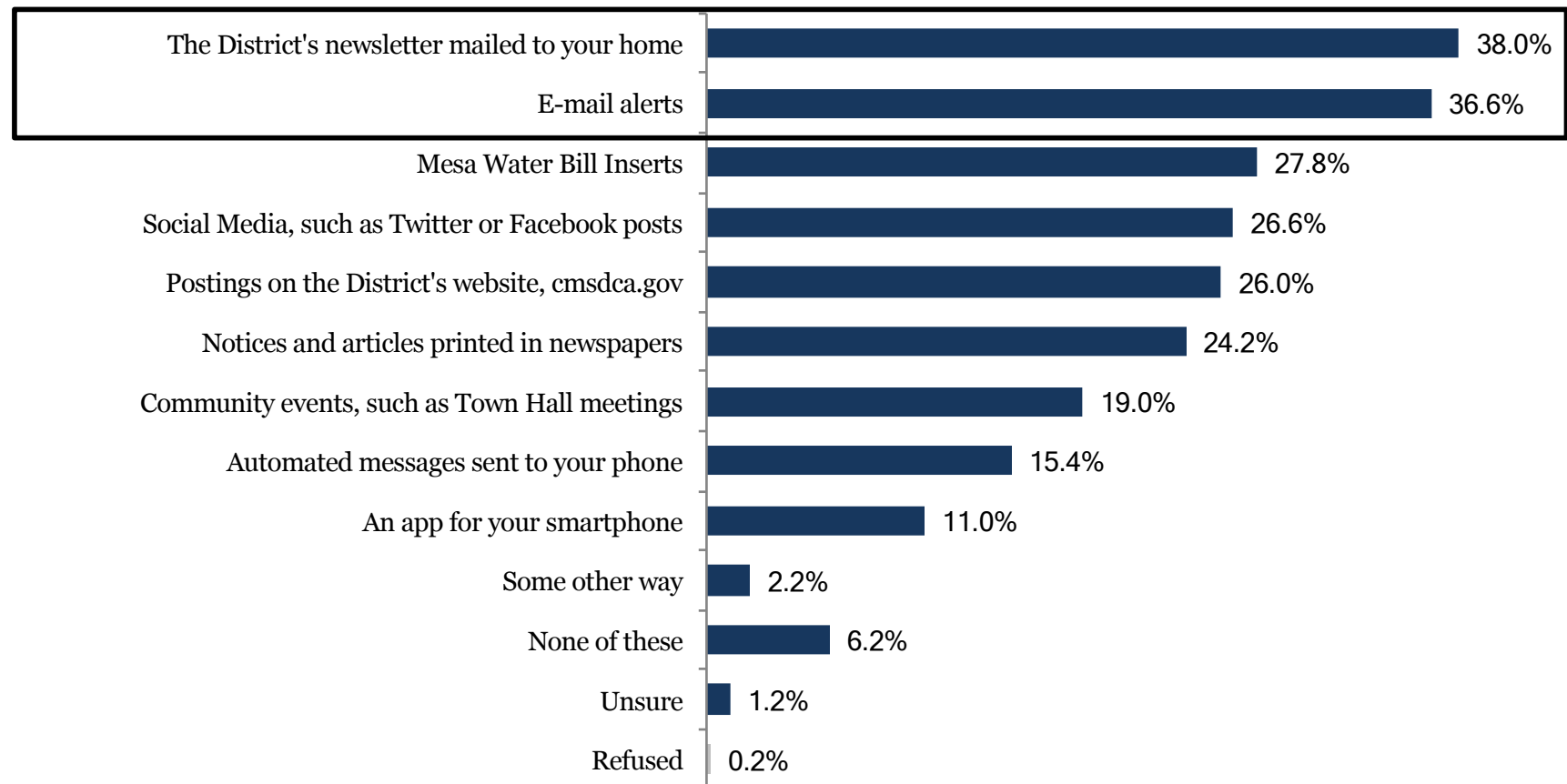
Communications



What are the most preferred methods

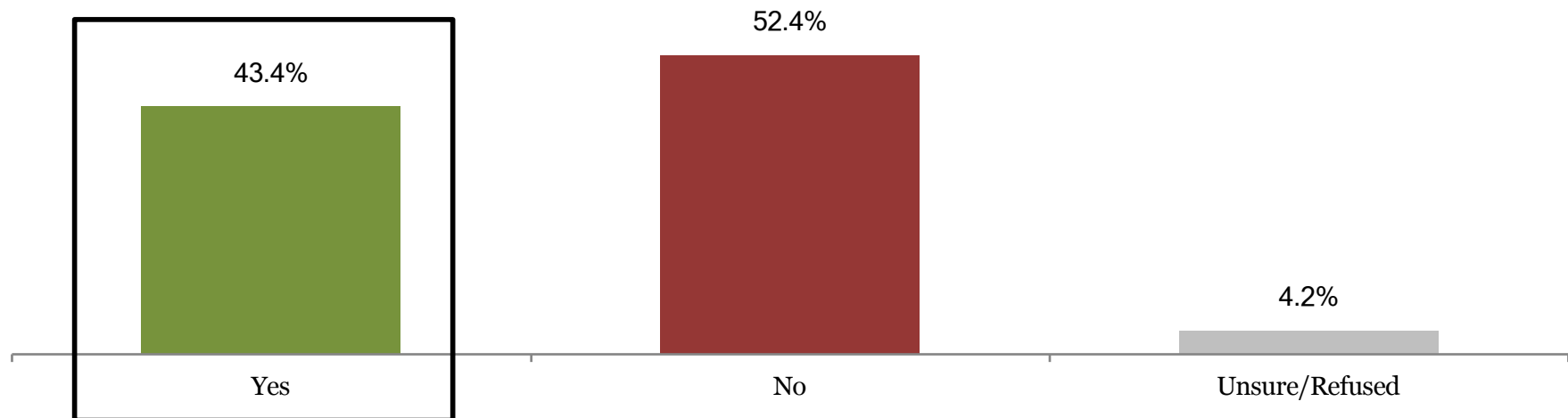
For CMSD to keep people informed about trash and sewer-related issues?

Question: How would you prefer that CMSD keep you informed about trash and sewer-related issues? Choose as many as you like, or none at all.



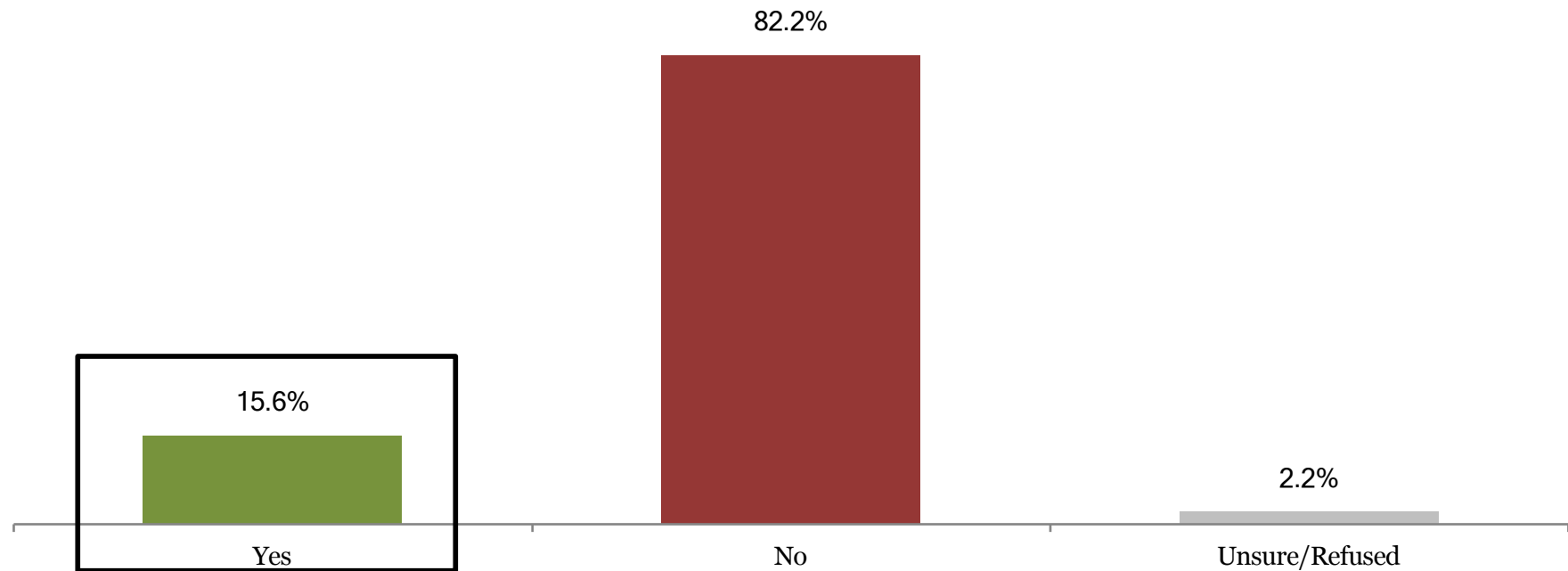
43.4% say that they regularly Read “Living Green”

Question: Do you regularly read “Living Green”, the District’s newsletter that is mailed to your home four times per year?



15.6% is aware of The GoCMSD smartphone app

Question: Are you aware that CMSD has a smartphone app called GoCMSD that allows you to report issues such as trash cans stored in public view, loose manhole covers, sewer odors, etc.?



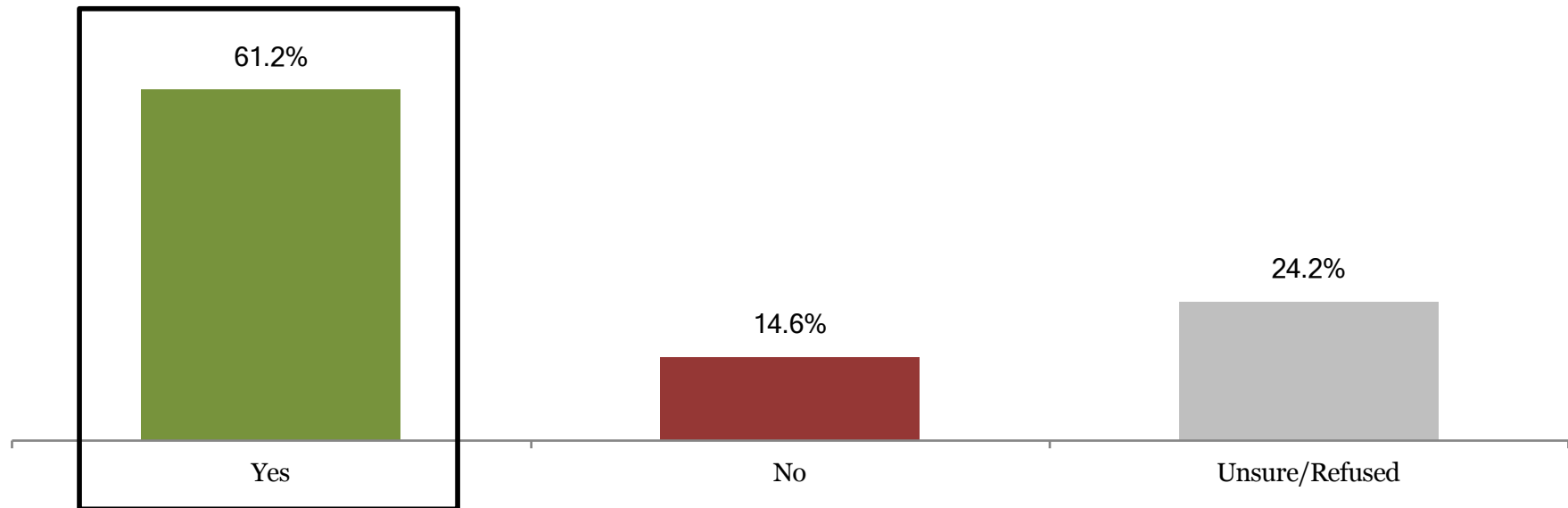
The Board of Directors



61.2% feel the District's Board of Directors

Is doing enough to protect the environment and health of our community

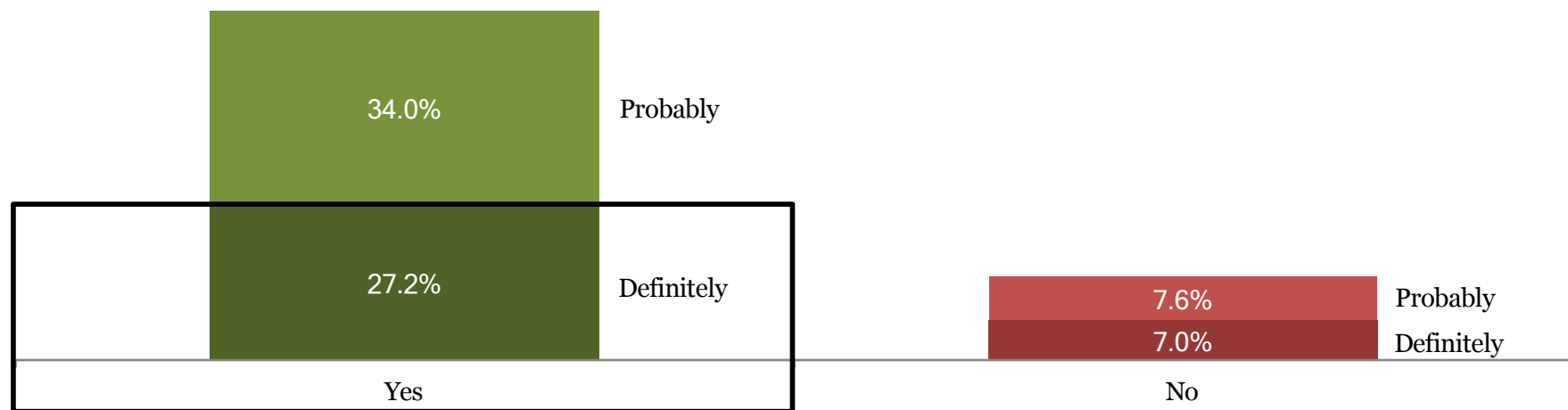
Question: Do you feel that the Costa Mesa Sanitary District **Board of Directors** is doing enough to protect the environment and the health of our community?



Intensity is significant:

27.2% say the Board is *definitely* doing enough

Question: And would you say that they are definitely or probably (doing enough/not doing enough) to protect the environment and the health of our community?



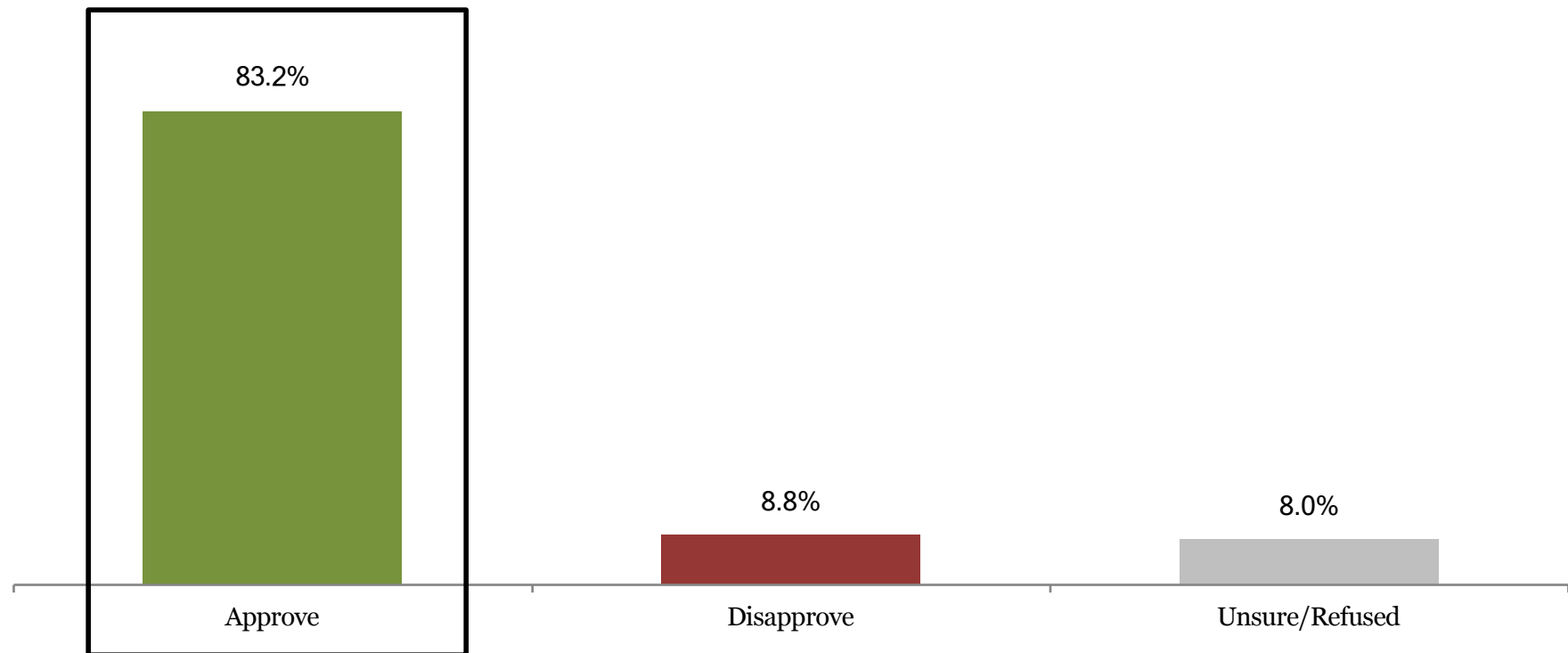
The New HQ and Multipurpose Room



83.2% approve of CMSD making the new HQ's

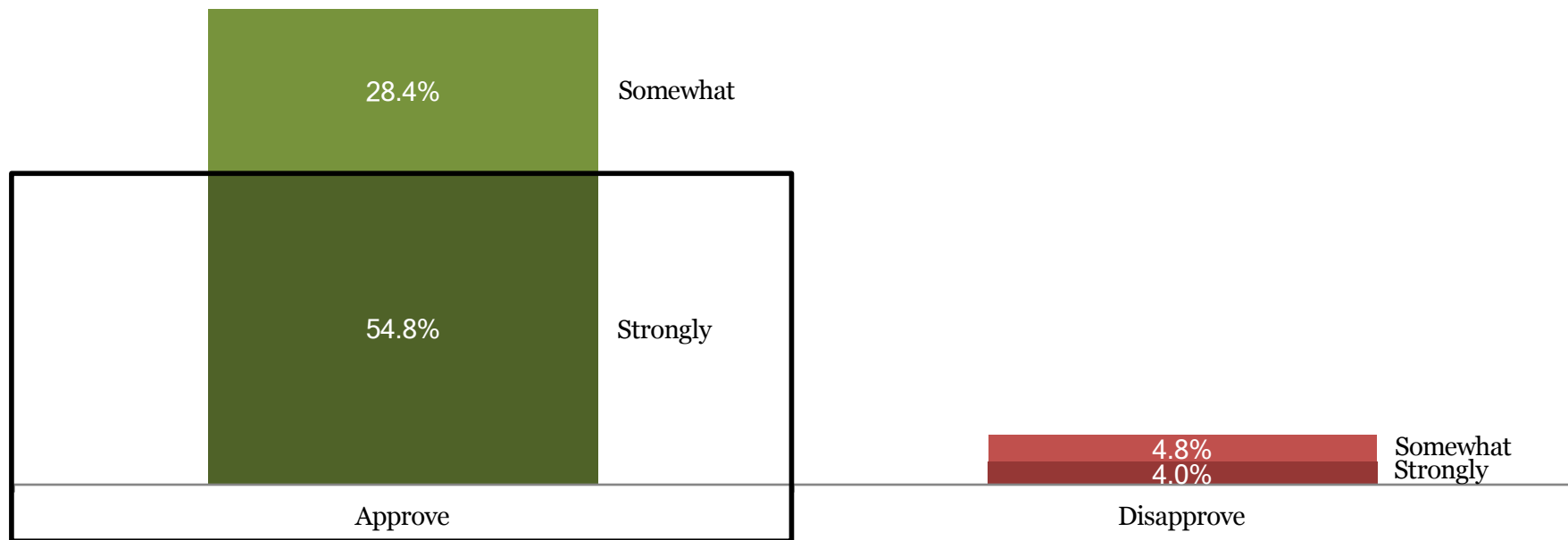
Multipurpose room available to rent

Question: CMSD's new headquarters on Paularino Avenue will have a multi-purpose room available that community groups can rent. In general, do you approve or disapprove of CMSD making its multi-purpose room available to rent for Costa Mesa community groups?



54.8% *strongly* support the District making the New multipurpose room available for rent

Question: And would you say that you strongly or somewhat (approve/disapprove)?

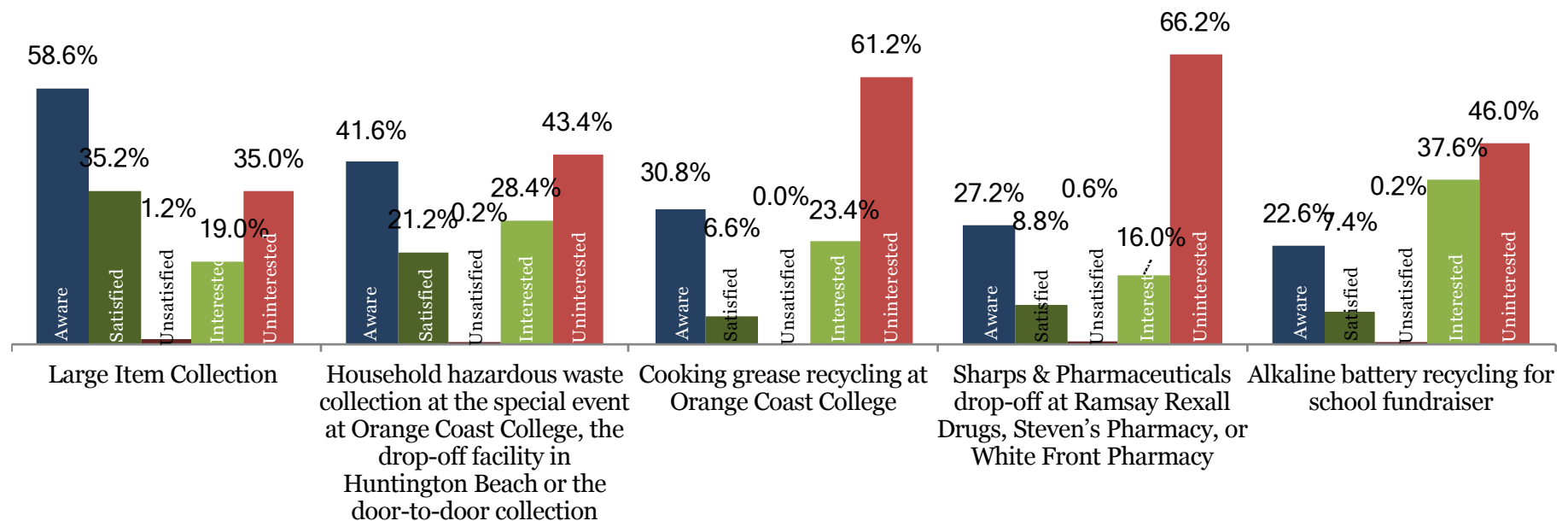


District Programs



Awareness and satisfaction with District Programs

Question: Now I have a list of names of several programs that are offered by the Costa Mesa Sanitary District that I am going to read. For each program, please tell me if you have heard of it and if you have a favorable or unfavorable opinion of it. If you have no opinion or have never heard of it, just say so. The first name is [READ NAME]. Have you heard of [READ NAME]? Have you ever used the [READ NAME]? [RECORD] [IF YES>>] And would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or completely unsatisfied with [READ NAME] Have you used the program? [IF YES OR NO, BUT HAVE NOT USED>>] Are you interested in [READ NAME]?



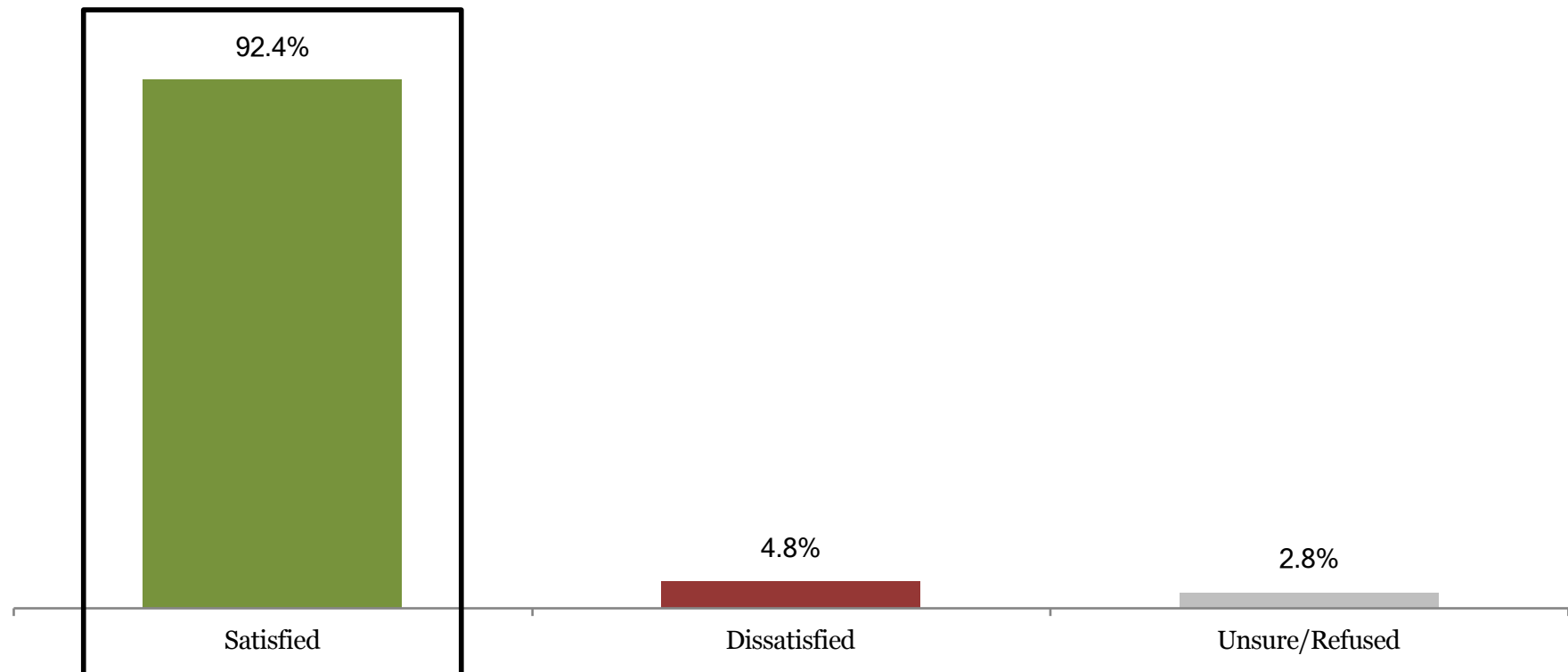
Focus on: Sewer Services



92.4% are satisfied

With their sewer service

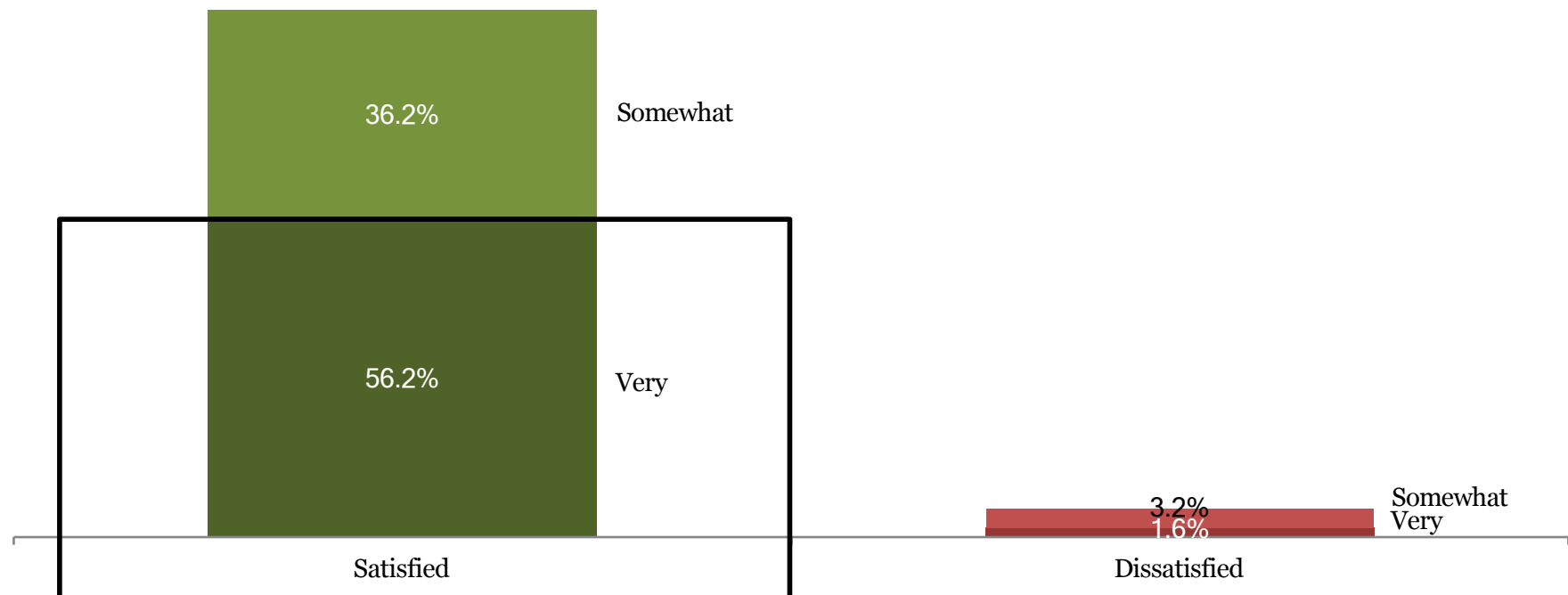
Question: Thinking about the quality of the sewer service that is provided to your residence, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



The intensity of satisfaction with sewer service

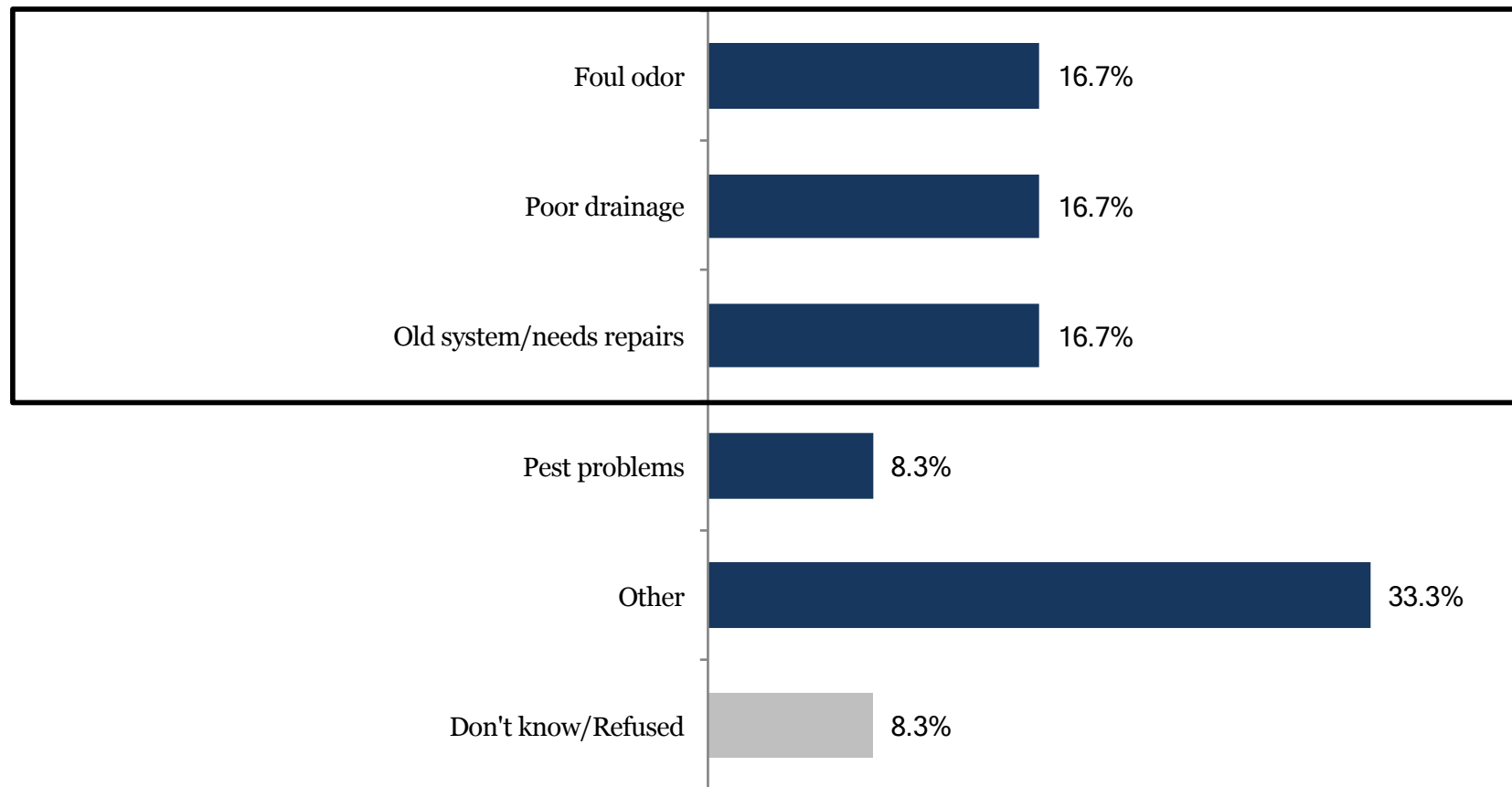
Is high (56.2% say they are *very* satisfied)

Question: And would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



Why does 4.8% Say they are dissatisfied?

Question: Why would you say that you are dissatisfied with your sewer service?

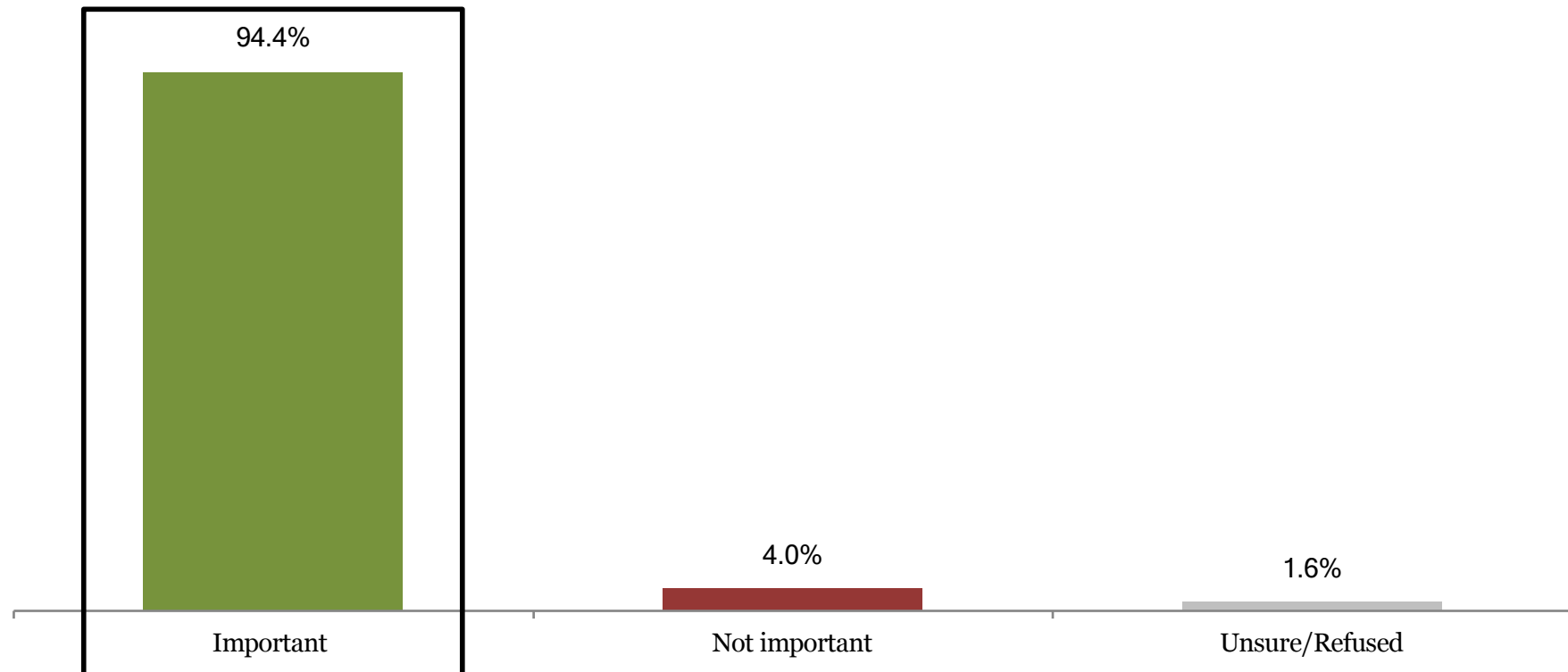


**Only asked of those who said they were dissatisfied*

94.4% say it is important to them that CMSD

Effectively and proactively maintains the sewer system

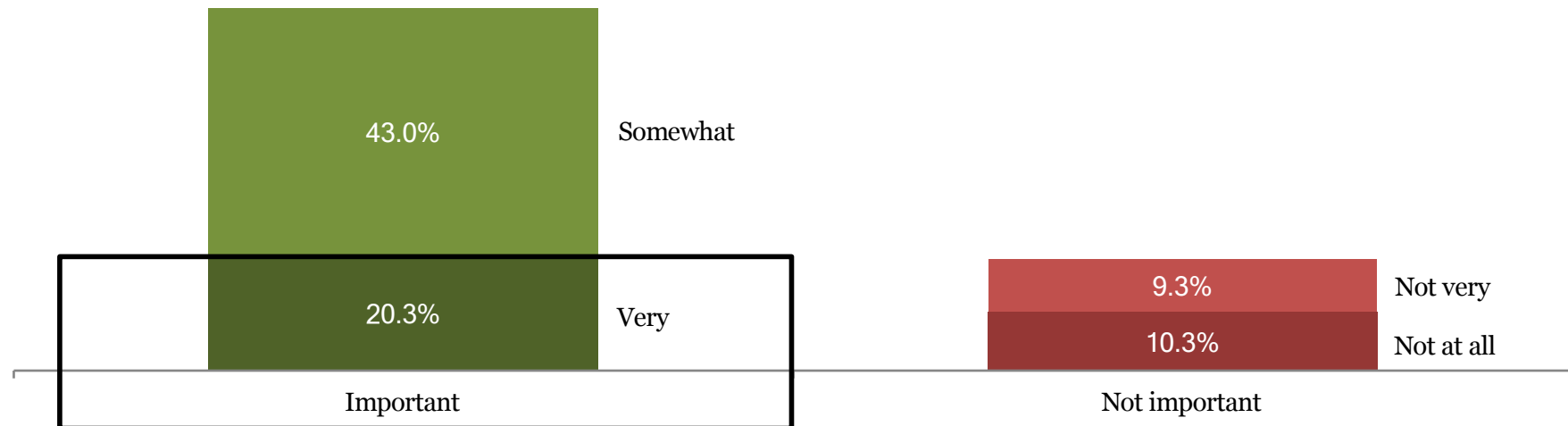
Question: The flow of water through the District's sewer system moves sewage along to the treatment plant. CMSD proactively invests in the repair, maintenance and replacement of 224 miles, 20 pumping stations and several million dollars of other equipment that makes up your sewer system keep the infrastructure in good working condition. This saves ratepayers' money by preventing costly emergency repairs and replacements caused by older systems. How important is it to you that CMSD effectively and proactively maintains the sewer system?



The intensity of importance

Is significant (20.3% say that it is *very* important)

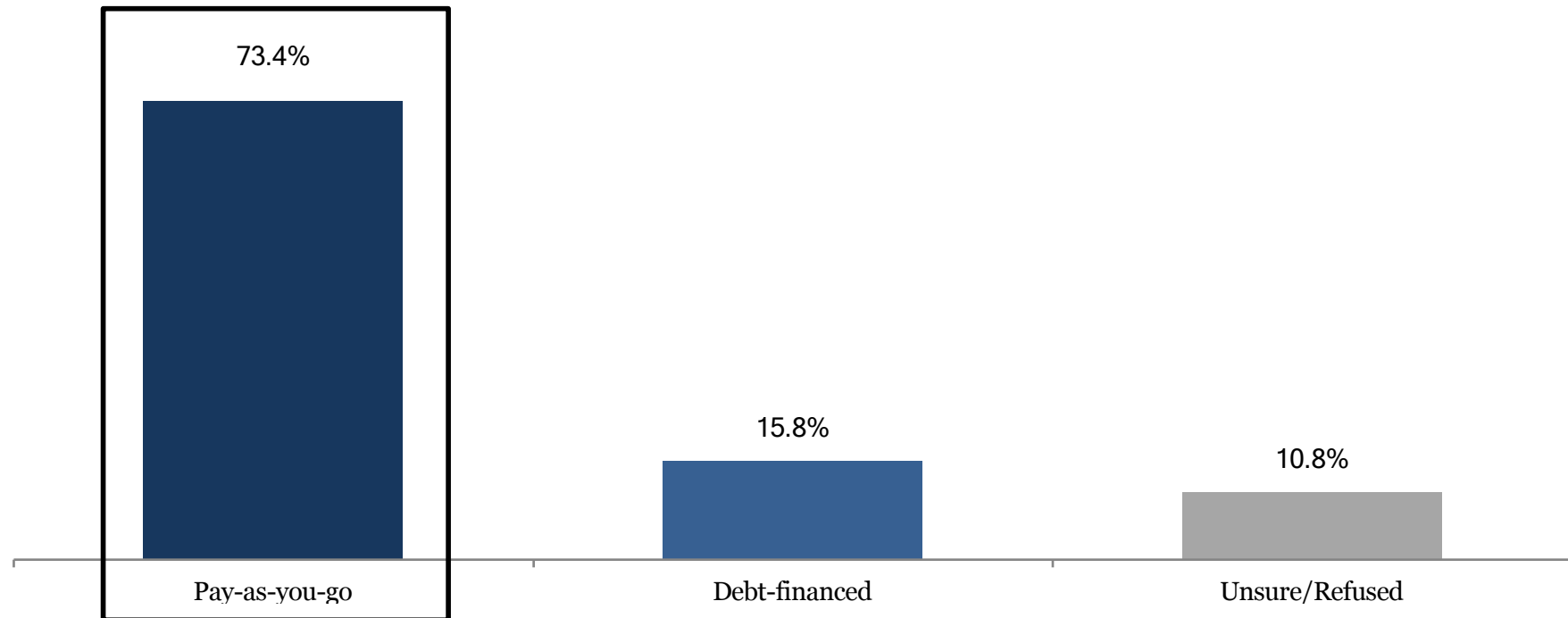
Question: Would you say that it is very important, somewhat important, not very important or not at all important to you?



73.4% prefer a Pay-As-You-Go repair and replacement Method over a Debt-Financed plan

Question: When thinking about maintaining your community's sewer system, which would you prefer?

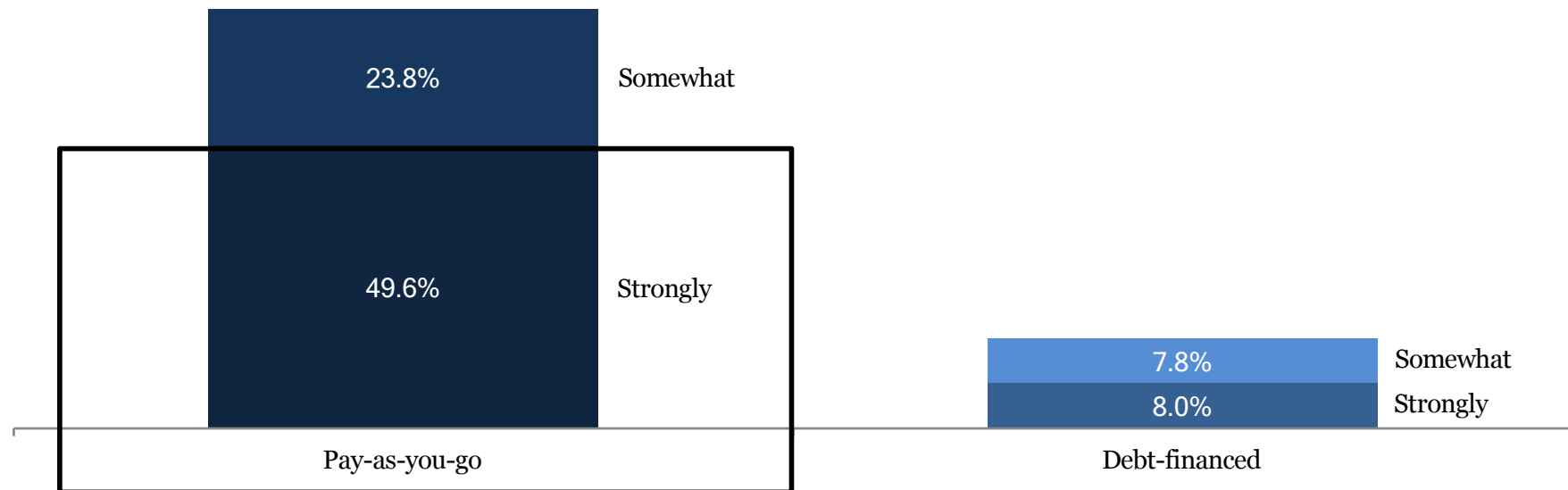
“A “pay-as-you-go” repair and replacement method, where the District sets aside an infrastructure repair and replacement fund that allows it to repair, maintain and replace pipes, pumps and other infrastructure and equipment when they are needed”, **OR** “A debt-financed plan, where the District keeps rates low for a few years by borrowing money to pay for any repairs, but rates increase significantly over time, as the debt and the interest on the debt has to be repaid. Future sewer rehabilitation and replacements would be financed with debt”.



The intensity of preference for pay-as-you-go

Is high (49.6% say they *strongly* prefer)

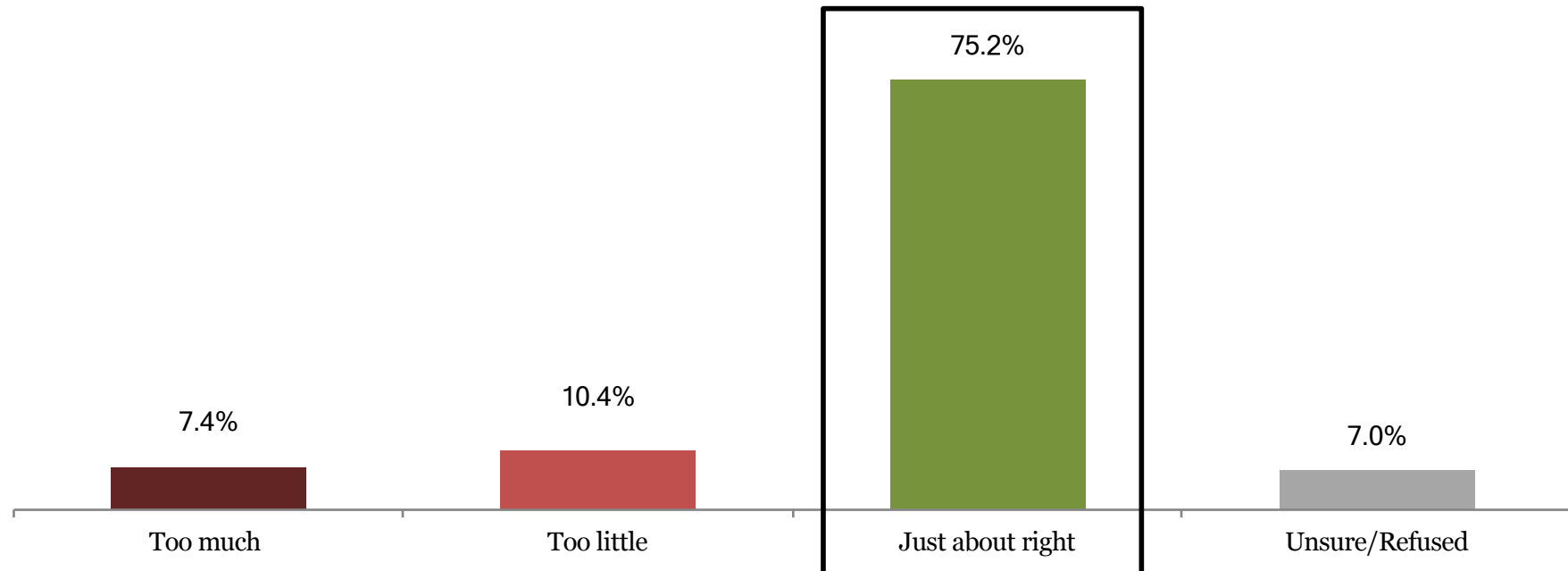
Question: And would you say that you strongly or somewhat prefer?



Three quarters (75.2%) say the amount they pay

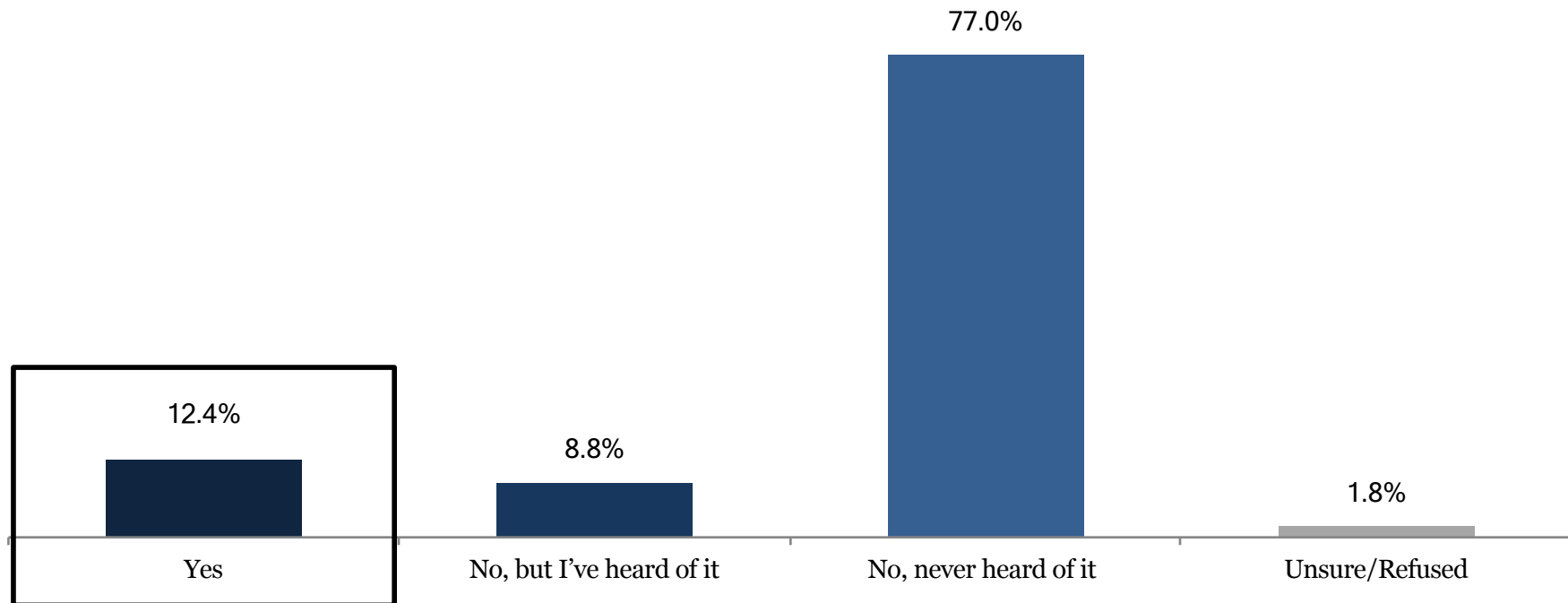
For sewer services is just about right

Question: Next year your sewer rate will increase from seven dollars and fifty-five cents per month to seven dollars and seventy-cents a month. This is an increase of fifteen cents per month, or one dollar and eighty cents per year. Thinking about the amount that you pay for the sewer services, would you say that you pay too much, too little or just about the right amount?



12.4% have heard of or participated in The District's Sewer Lateral Assistance Program

Question: Homeowners are responsible for maintaining their sewer line that runs from their homes to the District main line. Without regular maintenance, sewer lines can become blocked and cause material to back up into the house and the environment. The District offers a Sewer Lateral Assistance Program to encourage residents to maintain their lateral sewer lines. The District will contribute 50% of the resident's cost up to a maximum of \$1,100 per residential parcel, for projects such as televising the lateral interior, cleaning the pipe, installing a clean out attachment, and reconstruction costs. Have you heard of or participated in the District's Sewer Lateral Assistance Program? If you have never heard of it, just say so.



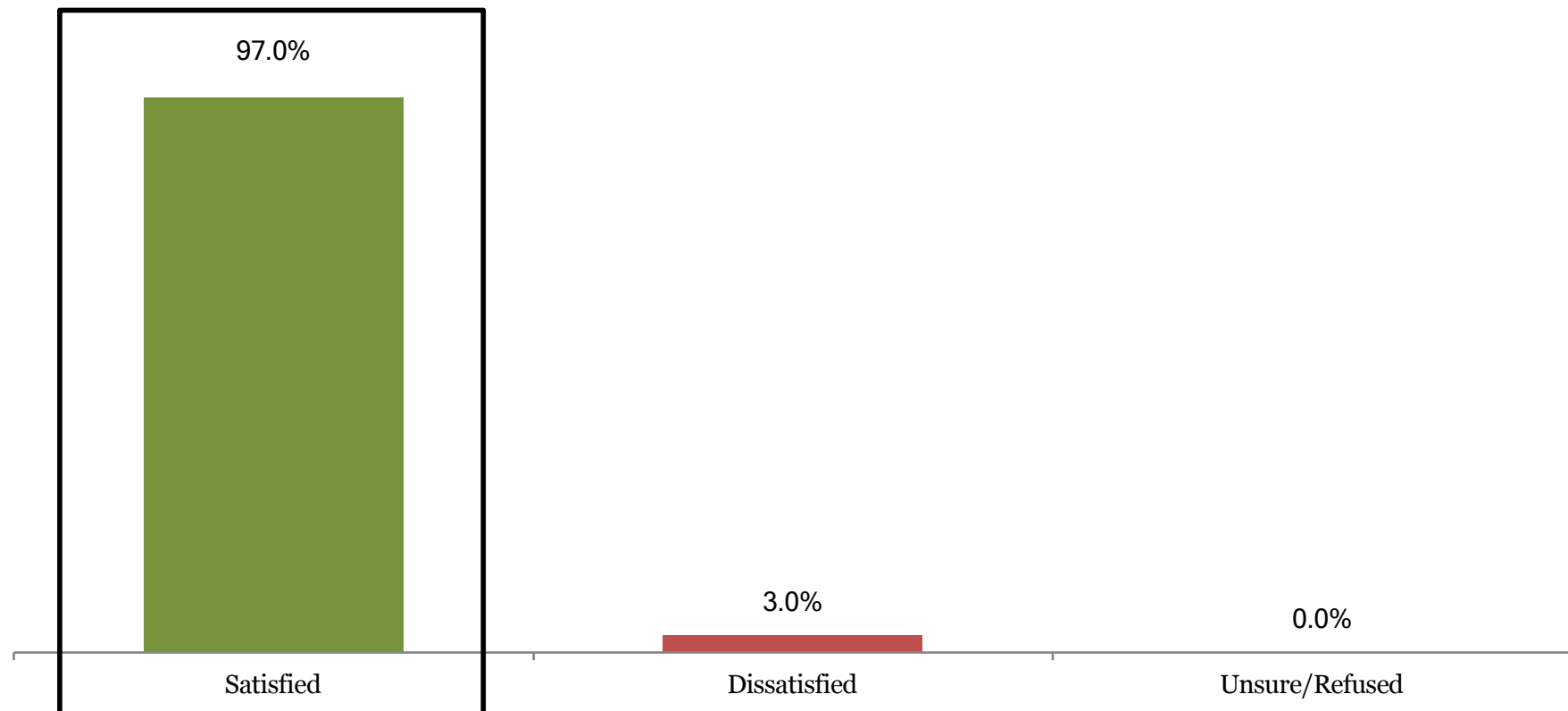
Trash Service



97.0% say they are satisfied

With the quality of trash service provided to their home

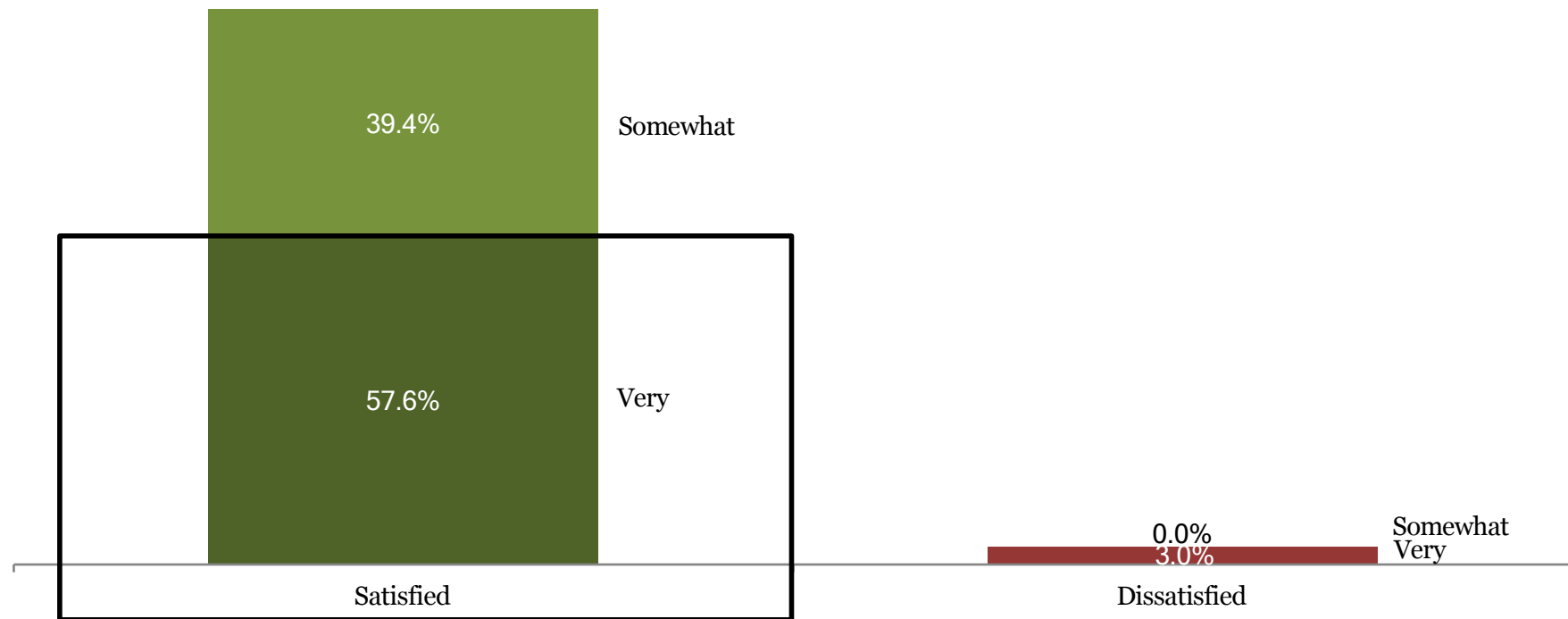
Question: Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the quality of the trash service that is provided to your home?



The intensity of satisfaction

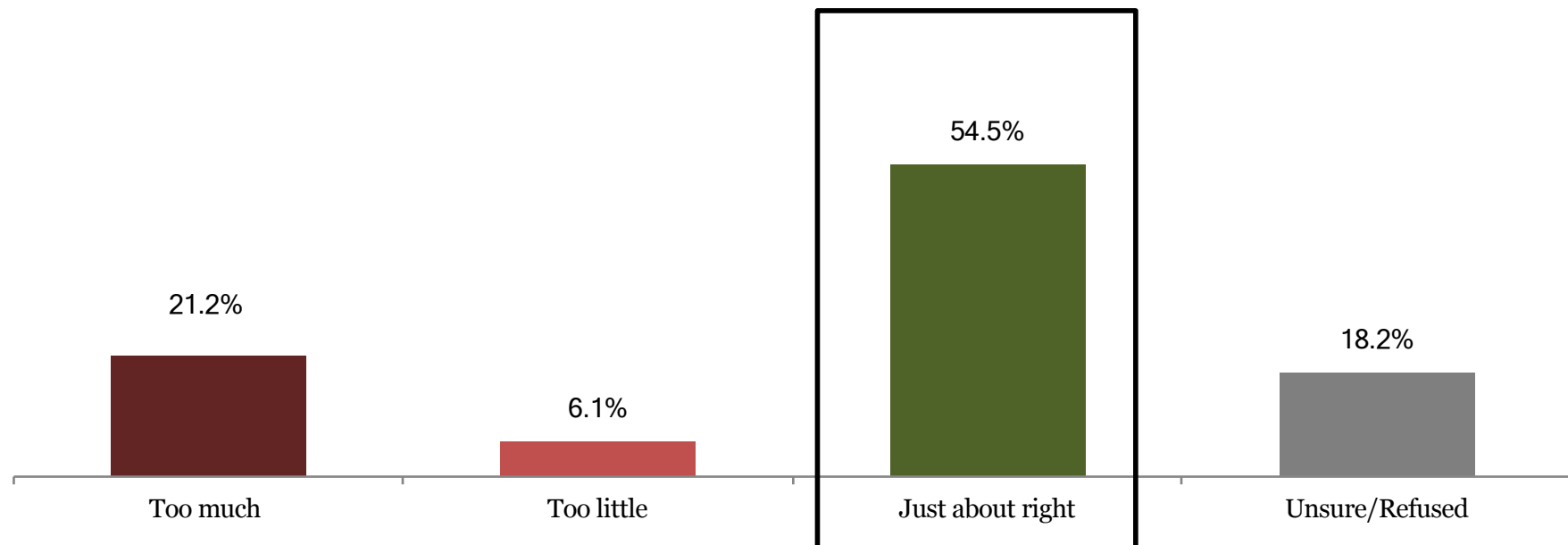
Is high (57.6% say they are *very* satisfied)

Question: Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the quality of the trash service that is provided to your home?



A majority (54.5%) say the amount they pay for trash service Is just about right

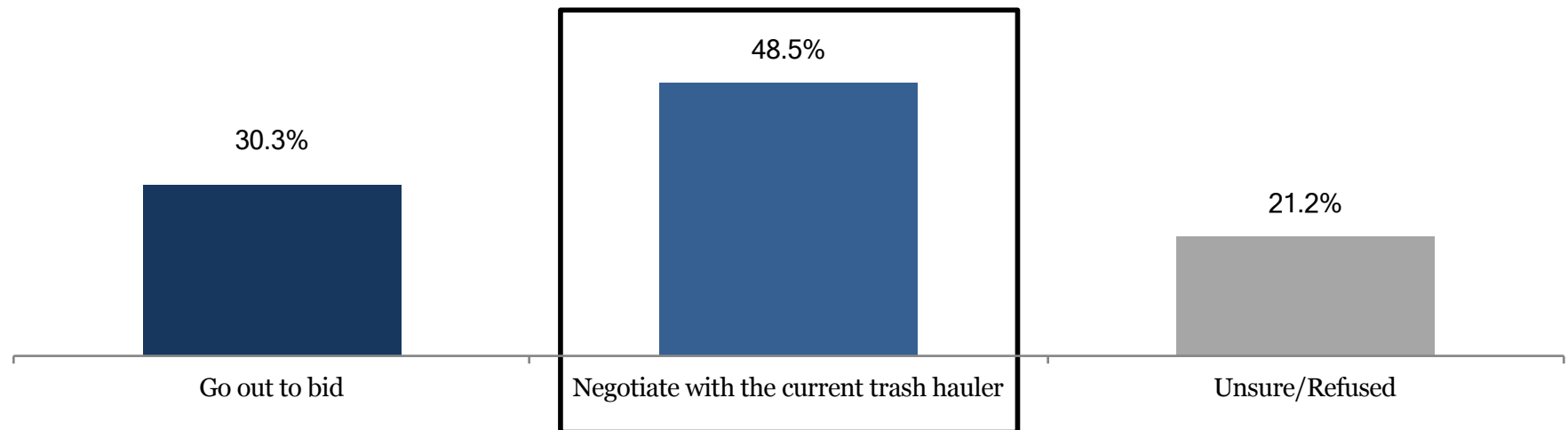
Question: CMSD charges residential property owners annually for trash service. The charge appears on the property owner's annual property tax bill from the Orange County Assessor. Most residences pay an average of eighteen dollars per month. Thinking about the amount that you pay for trash service for your home, would you say that you pay too much, too little or just about the right amount?



A plurality (48.5%) would prefer

CMSD negotiate lowering their rate with the current trash hauler

Question: CMSD has not increased trash rates in a decade. Which of the following two options would you prefer?
“CMSD inviting companies to bid on trash hauling within the District, which might possibly lower your rate” **OR**
“CMSD negotiating lowering your rate with the current company”.



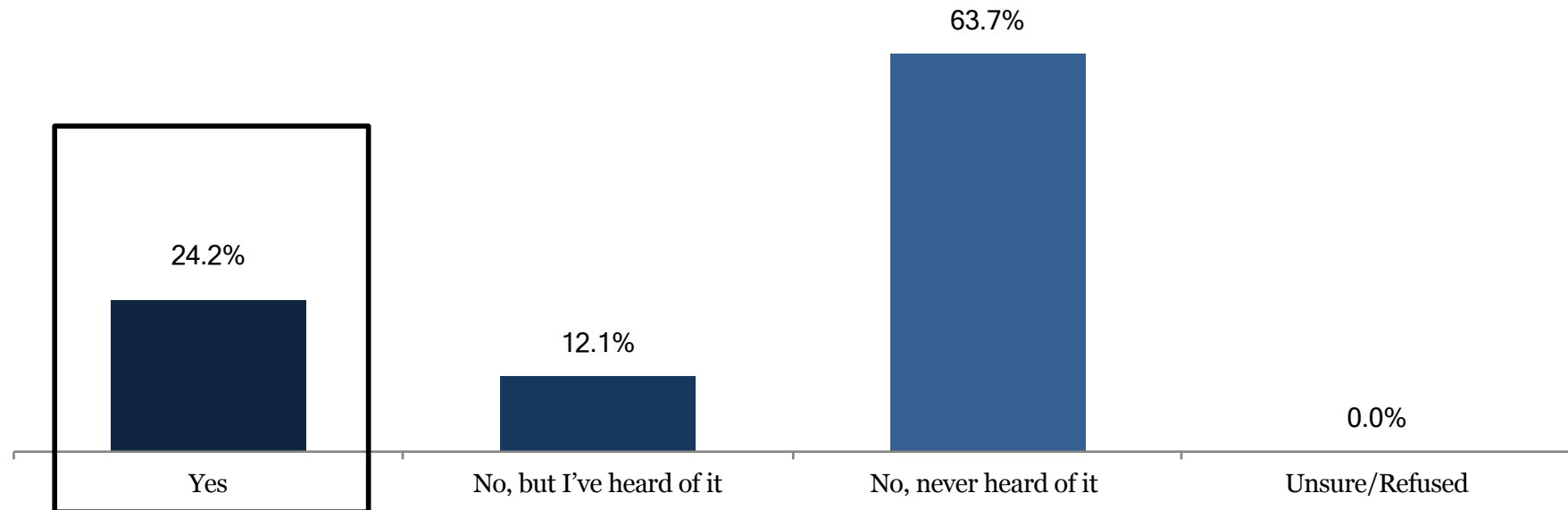
Organics Recycling Program



Nearly one-quarter (24.2%) participate

In the District's Organic Recycling Program

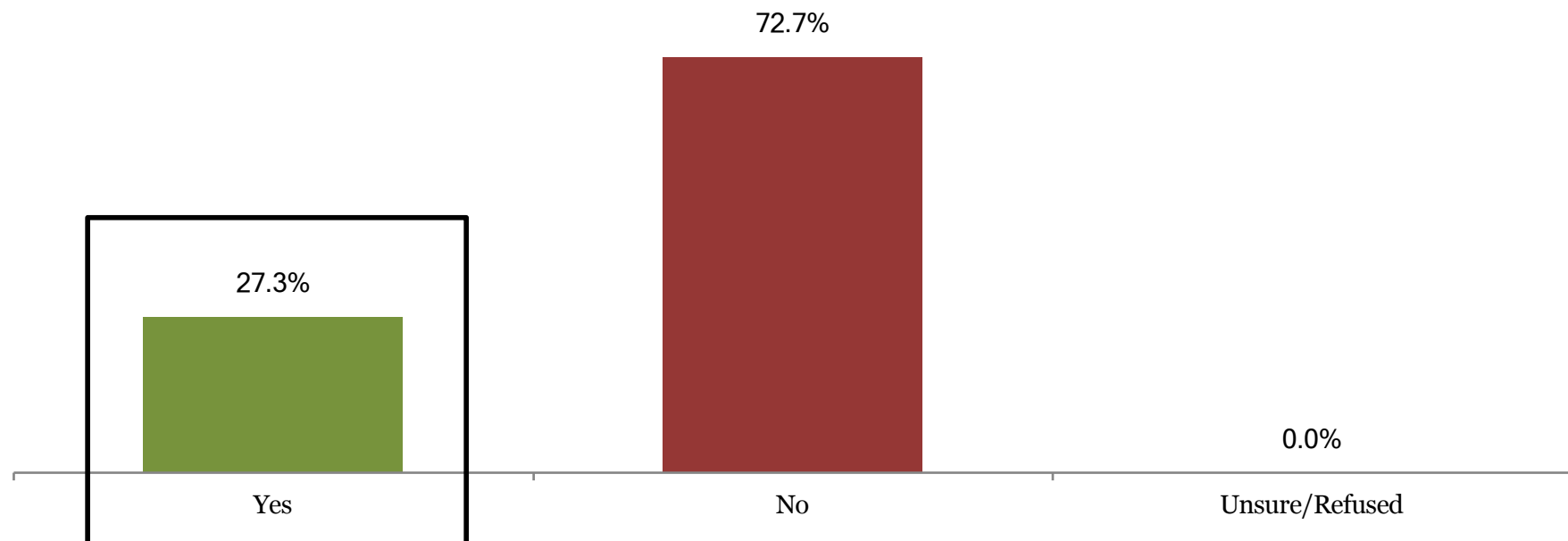
Question: Do you participate in the District's Organics Recycling Program? If you have never heard of it, just say so.



27.3% know that the Organics Recycling Program

Diverts Green Waste and food scraps, turning them into natural gas

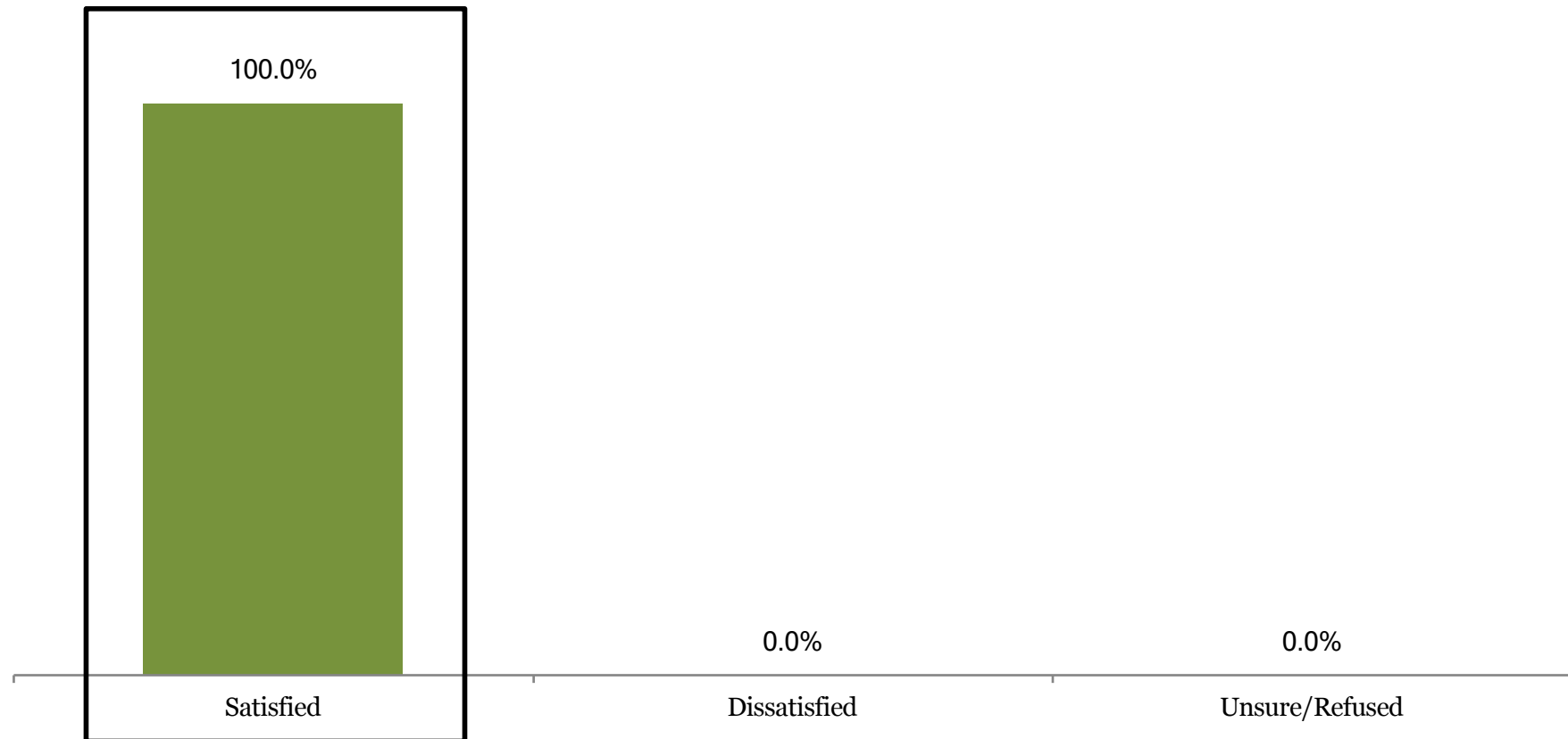
Question: Did you know that the Organics Recycling Program diverts green waste and food scraps away from landfills and converts that material into renewable natural gas, which powers trash trucks that serve your neighborhood?



100% say they are satisfied

With the District's Organic Recycling Program

Question: Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the District's Organics Recycling Program?*

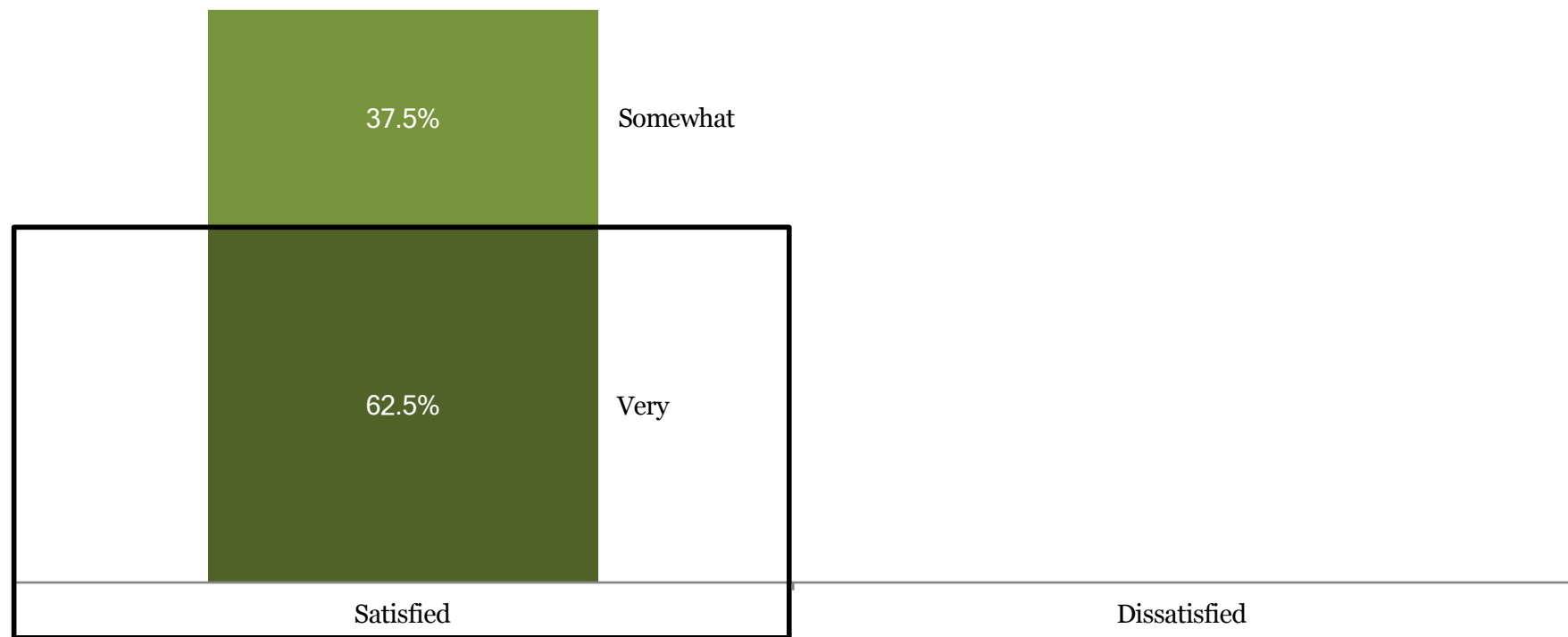


**Only asked of those who use the program*

The intensity of satisfaction with the program

Is remarkably high (62.5% say they are *very* satisfied)

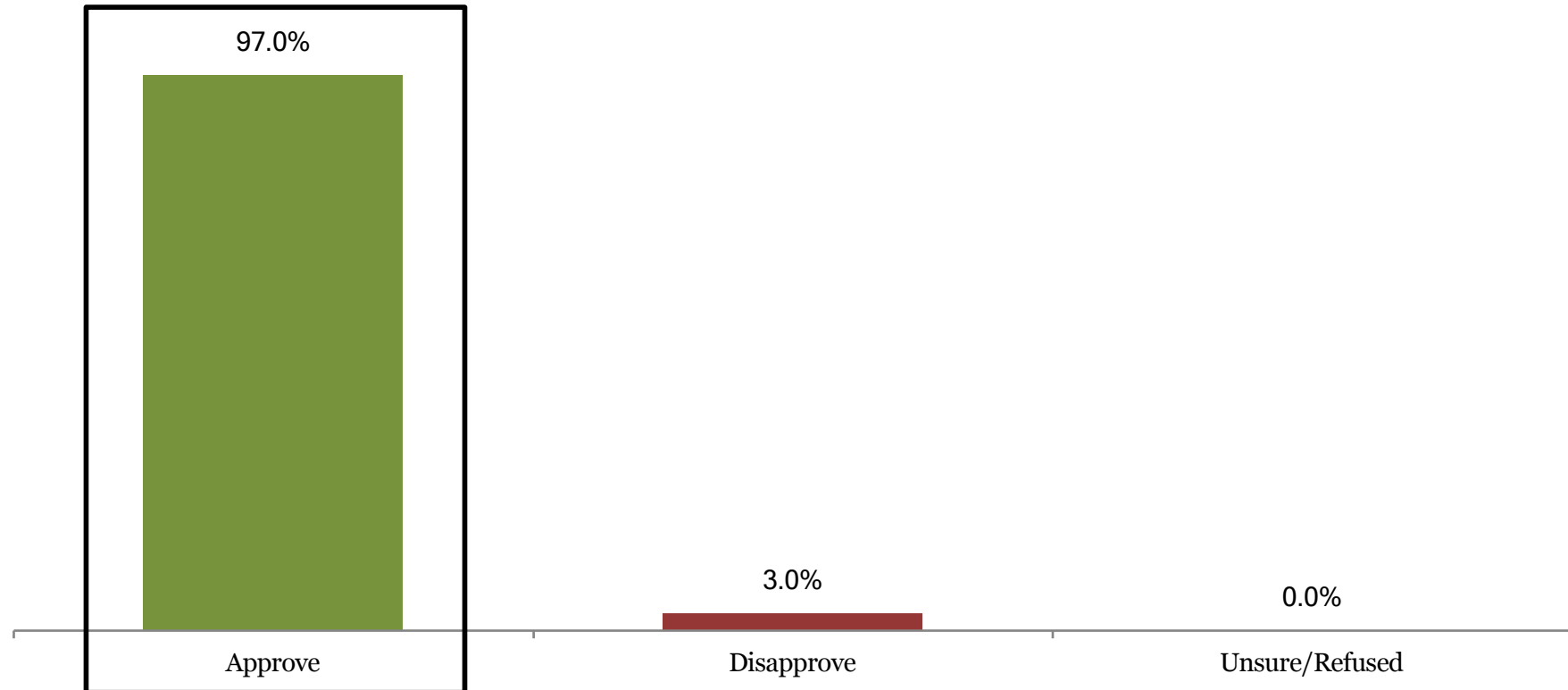
Question: Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the District's Organics Recycling Program?



97.0% approve

Of the District's Organics Recycling Program

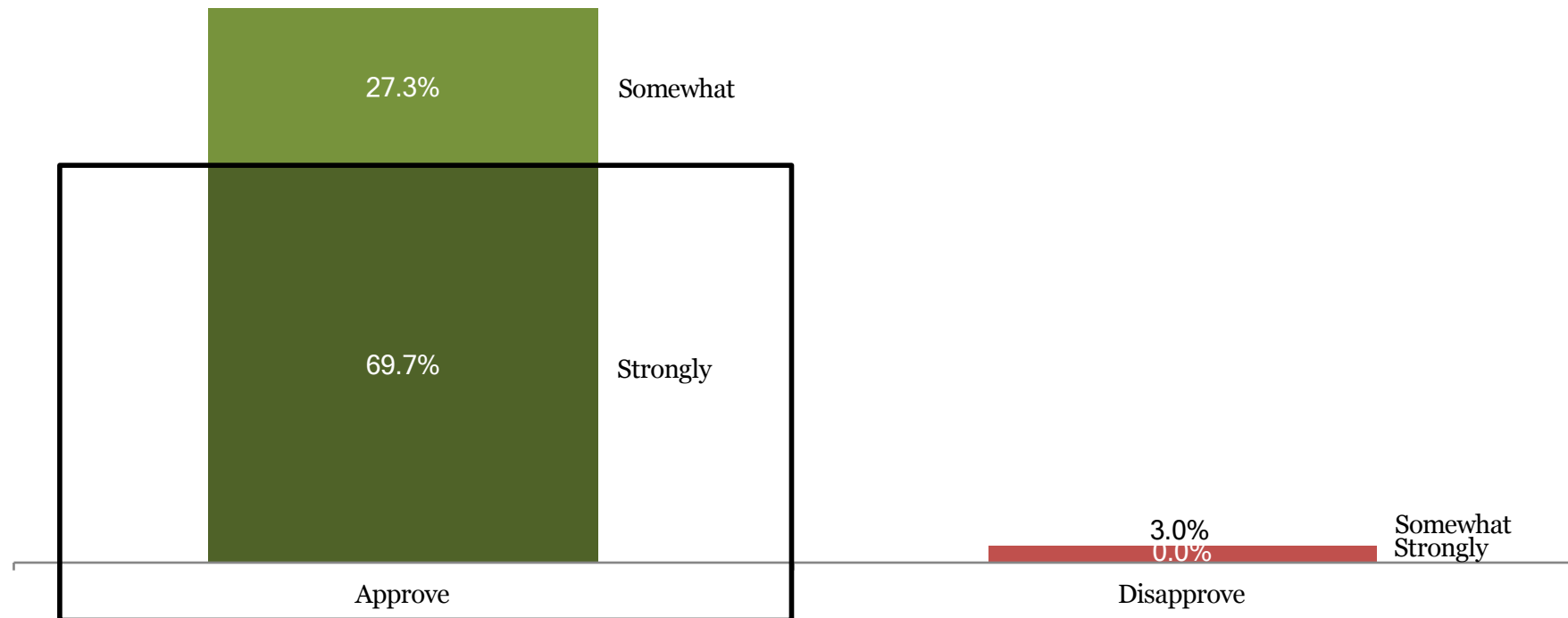
Question: The Organics Recycling Program requires residents to keep food scraps throughout the week, keeping them from smelling and keeping the food scraps pail clean. However, this extra effort allows the District to maintain its advanced Organics Recycling Program, which recycles 75% of the waste that is generated in the District, far more than what other agencies have been able to accomplish and well beyond what is required by state law. In general, do you approve or disapprove of the District's Organics Recycling Program?



The intensity of approval for the program

Is very high (69.7% say they *strongly* support)

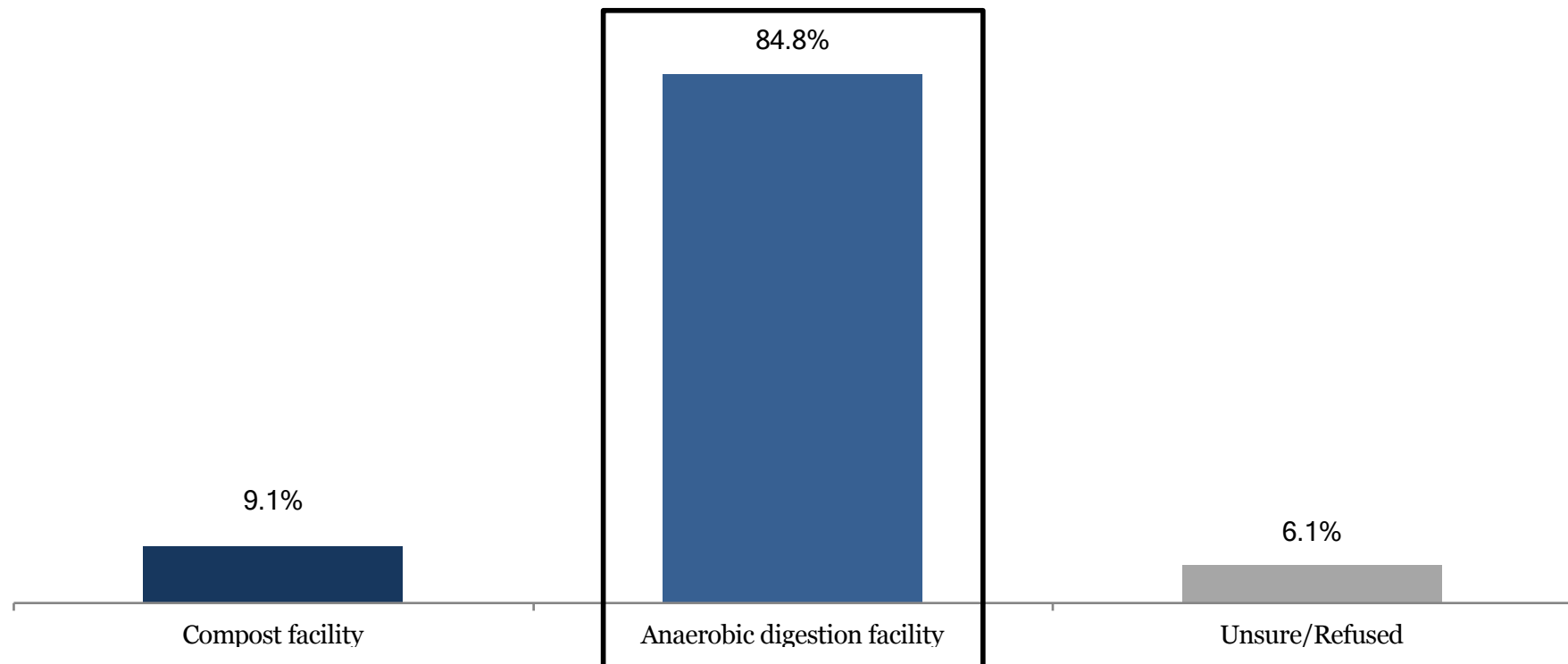
Question: And would you say that you strongly or somewhat (approve/disapprove)?



84.8% would prefer green waste and food scraps

Be sent to an Anaerobic digestion facility

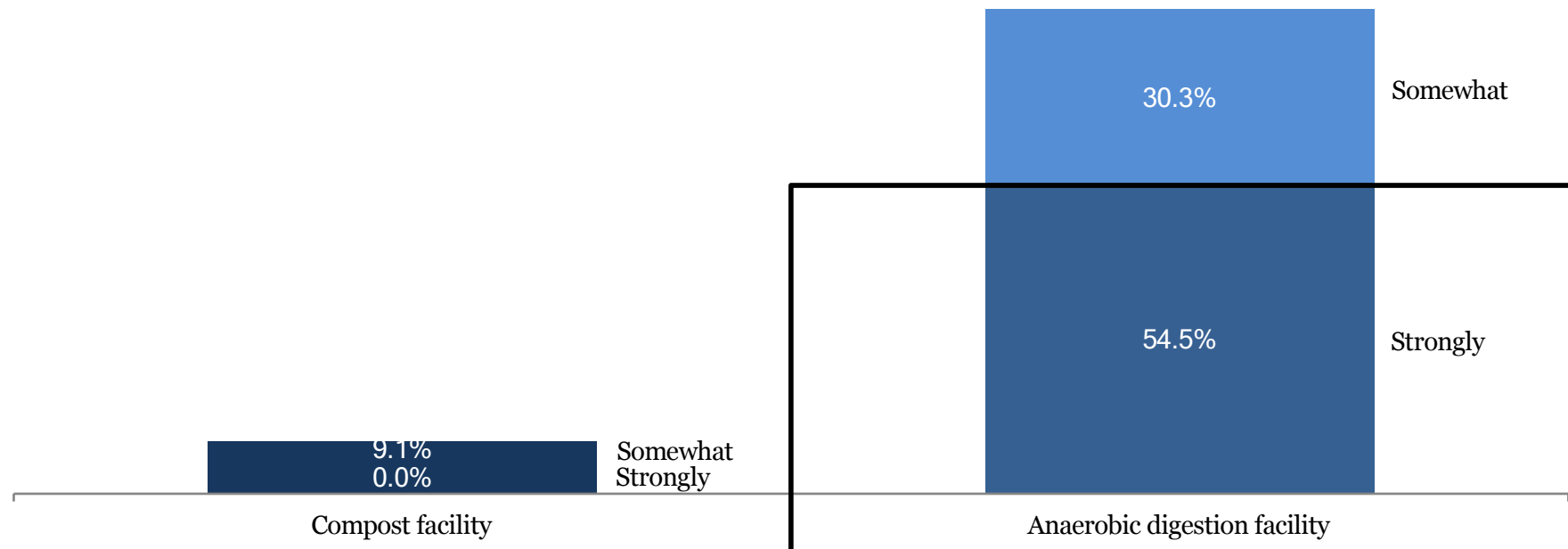
Question: Which of the following two options would you prefer? “Send green waste and food scraps to a composting facility, which would may cost less but the material would not be converted into renewable natural gas to power vehicles and the process would not reduce greenhouse gas emissions...” **OR** “Send green waste and food scraps to an anaerobic digestion facility, like the District does today, which costs more but the material is converted into renewable natural gas that powers trash trucks that serve your neighborhood, reducing natural greenhouse gas emissions...”.



The intensity of preference for an anaerobic digestion facility

Is high (54.5% say they *strongly* prefer it)

Question: And would you say that you strongly or somewhat prefer?



Thank you



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